

Curriculum Vita
Edward A. Bouchét Scholar
Herbert Family Distinguished University Lecturer
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Sean J. Upshaw, Ph.D.

School of Advertising & Public Relations
 University of Texas at Austin
 Moody College of Communication
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Education

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| Ph.D. | Howard University , Washington, D.C.,
Communication, Culture, & Media Studies
Dissertation: "Prostate Cancer Infographics and African American Survivors of Prostate Cancer."
Dissertation Advisor: Dr. Carolyn Stroman
<i>*Passed with distinction</i> | 2018 |
| M.A. | University of Memphis , Memphis, TN
Liberal Arts Thesis: "Exploring Health Communication of African American Diabetics and Medication Management Preferences."
Concentration: Cultural Anthropology | 2011 |
| B.A. | University of Memphis , Memphis, TN
Biomedical Illustration | 2008 |

Academic Positions

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| 2020–present | Assistant Professor of Visual Information and Persuasion in Health Communication , The University of Texas at Austin
Stan Richards School of Advertising/Public Relations |
| 2020–present | Faculty Affiliate of Bridging Barriers, Whole Communities, Whole Health , The University of Texas at Austin |
| 2020–present | Faculty Affiliate of The Center for Health Communication, Moody College of Communication , The University of Texas at Austin |
| 2023–present | Faculty Affiliate of The Center of Sports Communication & Media , Moody College of Communication, The University of Texas at Austin |
| 2018–2020 | NIH Diversity Postdoctoral Research Fellow , University of Utah
Department of Communication |

2017 – 2018	Adjunct Professor , Prince George's Community College Department of Communication and Theater
2015 – 2016	Communication Consultant , Howard University Cancer Center Howard University Hospital
2015 – 2018	Teaching Associate , Howard University Cathy Hughes School of Communications
2009 – 2011	Teaching Associate , University of Memphis Department of Liberal Studies

* Worked as a Medical Illustrator from 2009 – 2015

Research Foci: My research examines the intersections of visual communication, health disparities, and culturally responsive health message design. Using qualitative methodologies, I explicate how health messages influence decision-making among minority populations. My scholarship focuses on strategic communication of health issues in media, the role of visual persuasion in public health campaigns, and co-creating health communication strategies that promote awareness, education, and message appeal initiatives prioritizing minority populations.

Publications

1. **Upshaw, S. J., & Smith, D.** (in-press). Narrative engagement and cultural resonance: Examining spokesperson messaging in the 'Get Real About Diabetes' campaign targeting African American audiences. Manuscript accepted to *Journal of Health Communication*
2. **Upshaw, S. J & Young, Y.** (in-press). Narrating survival: A culture-centered analysis of chronic kidney disease management among African American and Hispanic adults. Manuscript accepted to *Howard Journal of Communications*.
3. **Upshaw, S. J., & Comer-HaGans, D.** (2025). Public controversy and African American community voices: A culture-centered case study examination of federal drug administration's approval of BiDil. Manuscript accepted to *Journal of Racial and Ethnic Health Disparities*. <https://doi.org/10.1007/s40615-025-02673-6>
4. Sussman, K. L., Atkinson, L., Anderson, J., Williamson, L. D., Kahlor, L., **Upshaw, S., & Ntang Beb, J. N.**, (in press). Moral framing in AI-mediated communication: Exploration of LLM effects on engagement patterns among Black Americans. *Journal of Interactive Advertising*
5. **Upshaw, S. J.** (2024). Centering culture in health promotion education: a pedagogy conversation about health promotion education, culture, and health equity. *Communication Education*, 73(4), 436–448. <https://doi.org/10.1080/03634523.2024.2384510> (**Katherine**

Grace Hendrix Distinguished Article Award – Southern States Communication Association)

6. **Upshaw, S. J.,** Davis, O. I., Love, B., & Almalki, S. (2023). Using cultural variance framework to promote vaccine confidence among African Americans: A qualitative content analysis of “We Can Do This” COVID-19 vaccine campaign. *Howard Journal of Communications*, 35(2), 119–137. <https://doi.org/10.1080/10646175.2023.2263211> .
7. **Upshaw, S. J.,** & Davis, O. I. (2022). Centering survival as cultural strategy: Black newspapers’ cultural descriptions of the Coronavirus pandemic. *Journal of Applied Communication Research*, 50(5), 478–496. <https://doi.org/10.1080/00909882.2022.2120367>
8. **Upshaw, S.J.,** Jensen, J.D., Giorgi, E.A. *et al.* Developing skin cancer education materials for darker skin populations: crowdsourced design, message targeting, and acral lentiginous melanoma. *J Behav Med* 46, 377–390 (2023). <https://doi.org/10.1007/s10865-022-00362-x>
9. Nah, S., Williamson, L.D., **Upshaw, S.J,** & Ntang Beb, J.-L., Kahlor, L.A., Atkinson, L. (2023). COVID-19 vaccine hesitancy in Cameroon: The role of medical mistrust and social media use. *Journal of Health Communication*, 28(9), 619–632. <https://doi.org/10.1080/10810730.2023.2250287>
10. Nah, S., Williamson, L.D., Kahlor, L.A., Atkinson, L., **Upshaw, S.J.,** & Ntang Beb, J.-L. (2023). The roles of social media use and medical mistrust in Black Americans’ COVID-19 vaccine hesitancy: The RISP model perspective. *Health Communication*. <https://doi.org/10.1080/10410236.2023.2244169>
11. Kemp, D., King, A. J., **Upshaw, S. J.,** Mackert, M., & Jensen, J. D. (2022). Applying harm reduction to COVID-19 prevention: the influence of moderation messages and risk infographics. *Patient education and counseling*, 105(2), 269-276.. <https://doi.org/10.1016/j.pec.2021.09.006>
12. Pokharel, M., Jensen, J. D., John, K. K., Christy, K. R., Taylor-Burton, S., & **Upshaw, S. J.** (2022). Visual Tailoring and Skin Cancer Prevention: Comparing Personalized, Stock, and Non-Ultraviolet Images. *Health Communication*, 38(12), 2582–2591. <https://doi.org/10.1080/10410236.2022.2091917> .
13. Lillie, H. M., Jensen, J. D., Pokharel, M., & **Upshaw, S. J.** (2021). Death Narratives, Negative Emotion, and Counterarguing: Testing Fear, Anger, and Sadness as Mechanisms of Effect. *Journal of Health Communication*, 26(8), 586–595. <https://doi.org/10.1080/10810730.2021.1981495> .
14. Jensen, J. D., Loewen, S., Berger, J., **Upshaw, S. J.,** Christy, K. R., & Lillie, H. M. (2022). Targeted communication and race: explicating perceived message relevance. *Psychology & Health*, 39(9), 1200–1217. <https://doi.org/10.1080/08870446.2022.2132502>

15. Lillie, H. M., Pokharel, M., John, K. K., Christy, K. R., **Upshaw, S.J**, Giorgi, E. A., & Jensen, J. D. (2021). Does it matter if a story character lives or dies?: a message experiment comparing survivor and death narratives. *Psychology & Health*, 37(4), 419–439. <https://doi.org/10.1080/08870446.2021.1873337>
16. Jensen, J. D., King, A. J., Torres, D. P., Krakow, M., Coe, K., & **Upshaw, S.J** (2020). Is news surveillance related to cancer knowledge in underserved adults? Testing three versions of the cognitive mediation model. *Journalism Studies*, 21(9), 1186–1199. <https://doi.org/10.1080/1461670X.2020.1731706> .
17. Jensen, J. D., Pokharel, M., Carcioppolo, N., **Upshaw, S.J**, John, K. K., & Katz, R. A. (2020). Cancer information overload: Discriminant validity and relationship to sun-safe behavior. *Patient Education & Counseling*. <https://doi.org/10.1016/j.pec.2019.08.039>
18. **Upshaw, S. J.** (2019). Using communication theory of identity to evaluate decision aids: Focus group research with African American prostate cancer survivors. *Health Communication*, 36(4), 457–467. <https://doi.org/10.1080/10410236.2019.1700437>

Manuscript – Revise and Resubmit

- Upshaw, S. J.**, Samanta, V., Dove, S., & Pharr, B. (revise and resubmit). Missing the bigger picture: Spanish-language media framing of heart disease compared to maternal health among Hispanic women in Central Texas. Manuscript revise and resubmit to *Health Communication*
- Love, B., Dermid, G., **Upshaw, S. J.**, & Stark, A. (revise and resubmit). Together we rise – Healthcare provider perceptions of support needs for African American cancer caregivers: A qualitative investigation. Manuscript revise and resubmit to *JMIR Cancer*

Manuscripts – Under Review

- Upshaw, S. J.**, Table, B., Young, Y., & Garay, R. (under review). Motivated information management in a pandemic: How emotion, efficacy, and uncertainty shape COVID-19 message engagement in structurally vulnerable communities. Manuscript submitted to *Health Communication*

Review of a book

- Upshaw, S. J.** (2019, October 30). Neo-Race Realities [Review of the book *Neo-race realities in the Obama era*, by Harris, H.E.] State of University New York Press, Albany, NY

Manuscripts – In Progress

Upshaw, S. J., Eguchi, S., & Smith, D. (in progress). Social marketing and HIV prevention messaging: Examining how Prep pharmaceutical advertising targets sexually active healthcare consumers. Manuscript to be submitted to *Patient Education and Counseling*

Upshaw, S. J. (in progress). Project-Based Learning in Health Communication Pedagogy: Theory, Concepts, and Community Practice.

Awards, Travel Grants, Scholarships

2022–2023	NIA Black Men’s Brain Health Fellowship Award
2018–2020	NIH Diversity Postdoctoral Research Fellow Award
2020	International Communication Association Travel Grant
2017	International Communication Association Travel Grant
2017	International Communication Association, Mass Comm Travel Grant
2017	Howard University Graduate School Travel Grant
2010	Iota Phi Theta Fraternity Incorporated Graduate Scholarship
2010	National Deans List Scholarship
2010	Golden Key International Honour Society Scholarship
2008	State of Tennessee Vocational Rehabilitation Scholarship
2007	State of Tennessee Vocational Rehabilitation Scholarship

Grants

2023 – 2025	National Institute of Diabetes and Digestive and Kidney Disease <i>Investigating structural barriers to chronic kidney disease, dialysis care, and kidney transplantation among minority adults in Central Texas.</i> NIDDKD LRP Grant (\$100,000). Award number #LRP0000027888 [P.I. Sean J. Upshaw]
2023–2024	National Institute of Aging & National Alzheimer’s Association <i>Using the health belief model to evaluate mental health visual messages among African American parents of student-athletes in Central Texas: A qualitative study</i> (\$2,000) [Research Subcontract. PI- Sean J. Upshaw]
2022 –2023	Texas Water Development Board. <i>Effective flood awareness and communication in Texas</i> (\$250,000). [Research Subcontract. Co-PIs: Keri Stephens and Sean J. Upshaw].
2022 –2023	Economic Wellbeing Institute. <i>Towards a well-being economy”</i> CCP Proposal Grant Award (\$18,000). [Research Subcontract. Co-PIs: Joel Adler and Sean J. Upshaw]

- 2022–2023 Economic Wellbeing Institute.
Understanding barriers in access to kidney transplantation in Central Texas (\$60,000). [Research Subcontract Co-PIs: Joel Adler and **Sean J. Upshaw**.]
- 2021–2023 Texas Health and Human Services Commission.
Development of interactive resources to promote coping and reduce substance use disorders among Texas families. (\$6,000,000). [UT Center for Health Communication Research Subcontract. Principal Investigators: Mike Mackert and Erin Donovan. Co-Investigators: Laura Bright, **Sean J. Upshaw**, Lisa Dobias, and Tracy Arrington]
- 2021–2022 Vaccine Confidence Foundation
Leveraging moral values and social media to boost vaccine confidence and overcome medical mistrust and historical racism among Black Populations in the U.S. and Cameroon (\$179,340). [Co-PIs-Investigators: Lucy Aktinson, LeeAnn Kahlor, **Sean J. Upshaw**, Lillie Williamson, Jean-Louis Ntang Beb, and Kristen Sussman]
- 2021–2022 Center for Health Communication CHER Grant
COVID-19: Evaluating social marketing prevention advertising among Black and Hispanic populations in Central Texas. (\$9,250) [PI: **Sean J. Upshaw**.]
- 2018–2020 National Institute of Biomedical Imaging and Bioengineering of the National Institute of Health
Communal feedback as an innovative alternative to skin self-exam. NIH DP2 Diversity Supplement (\$249,796). Award #DP2EB022360-01S1. [PI: Jakob D. Jensen, Co-PI: **Sean J. Upshaw**].

Conference Presentations

1. **Upshaw, S. J.**, Castro, S.V., Dove, S. A., & Pharr, B. (2025, November). *Missing the bigger picture: Exploring how Spanish-language media shape perception of heart disease among Hispanic women in Central Texas*. Presenting Original Research at the 111th Annual National Communication Association Conference, Aurora, Colorado USA.
2. **Upshaw, S. J.**, & Comer-HaGans, D. (2025, November). *Public controversy and community voices: A culture-centered examination of the federal drug administration's approval of BiDil from the perspective of African American organizations*. Presenting Original Research at the 111th Annual National Communication Association Conference, Aurora, Colorado USA.

3. **Upshaw, S. J., & Comer-HaGans, D.** (2025, May). *Amplifying advocacy: A culture-centered analysis of African American perspectives on the FDA approval of Bidil*. Presenting Original Research at the 15th Annual DC Health Communication Conference, Herndon, Virginia USA.
4. **Upshaw, S. J., Young, Y., Table, B., & Garay, R.** (2024, June). *Infographic impact: Assessing COVID-19 communication among African American and Latino adults in Central Texas through the lens of the Health Belief Model and Culture-Centered Approach*. Presenting Original Research at the 74th Annual International Communication Association, Gold Coast, Australia. **(Top Paper Award from Ethnicity and Race in Communication Division)**
5. **Upshaw, S. J., & Kaur-Gill, S.** (2024, June 20). *Building bridging and amplifying voices: Applying a cultural-centered approach to health communication through community participatory research and collaboration*. Pre-Conference at the 74th Annual International Communication Association, Gold Coast, Australia.
6. Chen G, Kuk AE, Blackwell LM, Young YL, Turgeon NA, **Upshaw S. J.**, & Adler JT. (June 2024) *Barriers in access to kidney transplantation in Central Texas: A mixed-methods study*. American Transplant Congress. Philadelphia, PA. The United States. [Poster Presentation]
7. **Upshaw, S. J., Almalki, S., & Davis, O. I.** (2023, November). *Investigating health disparities in U.S. news headlines: Examining episodic and thematic media framing of health disparities narratives featuring African Americans*. Paper presented at the 109th Annual National Communication Association, Washington, D.C., The United States.
8. **Upshaw, S. J., Adler, J., Young, Y., Chen, G., & Turgeon, N** (2023, November). *Investigating sociocultural influences on barriers to access to kidney care services among patient and caregivers of color in Central Texas: A qualitative study*. Paper presented at the 109th Annual National Communication Association, Washington, D.C., The United States.
9. **Upshaw, S. J.** (2023, May). *Nothing about us, without us: Authentic engagement with persistently marginalized/minoritized populations in health communication scholarship pre-conference*. Paper presented at the 73rd Annual International Communication Association, Toronto, Canada.
10. **Upshaw, S. J.** (2023, April). *Navigating “wokeness”: Engaging discriminatory political policies in the classroom and in life*. Presentation presented at the 93rd Annual Convention of Southern States Communication Association, St. Petersburg, FL, The United States.
11. **Upshaw, S. J., Davis, O. I., Love, B., & Almalki, S.** (2022, November). *Using the cultural variance framework to promote vaccine confidence in the “We Can Do This” COVID-19 online vaccine campaign catering to Black Americans*. Paper presented at the 108th Annual National Communication Association, New Orleans, LA. The United States.

12. Voorhees, L. H., Goldsmith, D., Geist-Martin, P., **Upshaw, S. J.**, Bergquist, G., & Morgan, A. (2022, February). *What is "illness identity"?, Why do we study it?, and why should You?* [Research Paper Panel]. Paper presented at the 92nd Annual Western Communication Association. Portland, OR. The United States.
13. Eguchi, S., **Upshaw, S. J.**, Guillem, M. S., Blankenship, C., Alaoui, Z. C. F., Ellis, C., & Files-Thompson, N. (2022, May 26-30). *Oneness, disrupted:(Re) mobilizing ethnicity and race as analytics for examining differences in communication.* [Research Paper Panel]. Paper presented at the 72nd Annual International Communication Association Conference. Paris, France.
14. Kahlor, L. A., Aktinson, L., **Upshaw, S. J.**, & Williamson, L. (2022). *Culturally competent health risk communication: Understanding how moral foundations and medical racism information behaviors and vaccine hesitancy* [Panel Session] Paper presented at the 72nd Annual International Communication Association Conference. Paris, France.
15. Aktinson, L., Kristen, S., **Upshaw, S. J.**, Williamson, L., & Kahlor, L. A., (2022). *Culturally competent health risk communication: Can ai appeal to underserved populations?* Exploring AI-mediated communication in historically marginalized communities [Panel Session] Paper presented at the 14th Annual Association Education Journalism and Media Conference. Norman, OK. The United States **Top Paper Abstract Award**
16. **Upshaw, S. J.**, & Davis, O. I. (September, 2021). COVID-19 and Black Americans: A visual content analysis of prevention campaigns [Lightning Talk]. Paper presented at the 1st annual Social Justice Research Forum under the category of health disparity (virtual presentation), Austin, TX. The United States
17. Kemp, D., Mackert, M., King, A. J., **Upshaw, S. J.**, & Jensen, J. D. (April, 2021). *A harm reduction approach to COVID-19 prevention: The influence of moderation messages and infographics* [Poster presentation]. The 6th Biennial D.C. Health Communication Conference. Fairfax, VA, United States.
18. Pokharel, M., Jensen, J. D., John, K. K., Christy, K. R., Taylor-Burton, S., & **Upshaw, S. J.** (2021). Visual tailoring and skin cancer prevention: Comparing personalized, stock, and non-ultraviolet images. Panel presentation at the 107th annual convention of the National Communication Association, Seattle, WA. The United States **Division Top Paper Award**
19. **Upshaw, S. J.**, Jensen, D. J., Giorgi, E. A., Pokharel, M., Lillie, H. M., Adams, D. R., John, K. K., Wu, Y. P., & Grossman, D. (2021, May). *Developing skin cancer education materials for darker skin populations: Crowdsourced design, message targeting, and acral lentiginous melanoma.* Paper presented at the 71st annual convention of the International Communication Conference in Denver, CO. The United States
20. Jensen, J. D., Katz, R. A., Lillie, H. M., Pokharel, M., Adams, D. R., & **Upshaw, S. J.** (2020, November). *Information overload and message fatigue: A test of five theoretical models.*

Presentation submitted to the 106th annual meeting of the National Communication Association (NCA). The United States

21. **Upshaw, S. J.**, & Davis, O. I. (2020, June). *Exploring online news stories of COVID-19: Using framing analysis targeting African American healthcare consumers from the Black Press*. Presentation at the 6th biannual meeting of American Healthcare Communication Research Forum (Virtual). The United States
22. **Upshaw, S. J.** (2020, June). *Crowdsourcing visuals for health communication research and practice*. Presentation at the 6th annual meeting of the Health Communication Leadership Institute Conference. Austin, TX. The United States
23. Pokharel, M., Jensen, J. D., Taylor-Burton, S., King, A. J., John, K. K., & **Upshaw, S. J.** (2020, May). *Temporal frames, temporal focus, and sun-safe behaviors: A message experiment*. Paper presented at the 70th annual meeting of the International Communication Association Conference, Gold Coast, Australia.
24. Lillie, H.M, Jensen, J. D., Pokharel, M., & **Upshaw, S. J.** (2020, May). *Comparing melanoma death and survivor narratives: A message experiment*. Paper presented at the 70th annual meeting of the International Communication Association Conference, Gold Coast, Australia.
25. **Upshaw, S. J.** (2020, April). *Prostate cancer and African American men: A literature synthesis on strategic health communication interventions from 2007 to 2018*. Paper presented at the 12th annual meeting of Kentucky Conference on Health Communication, Lexington, Kentucky. The United States
26. **Upshaw, S. J.** (2019, November). *Communication as a multifaceted source for survival: Reflection and reaction*. Paper presented at 105th annual conference for National Communication Association. The United States
27. Jensen, J. D., Manusheela, P., John, K. K., Christy, K. R., **Upshaw, S. J.**, & Giorgi, E. A. (2019, November). *Foreshadowed death and narrative transportation: Comparing the relative persuasive impact of survivor and death narratives*. Paper presented at the 105th annual convention of the National Communication Association. The United States
28. Loewen, S., Jensen, J. D., Berger, J., Katz, R. A., **Upshaw, S. J.**, & Christy, K. R. (2019, November). *Targeted communication and race: A test of relevance theory*. Paper presented at the 105th annual convention of the National Communication Association. The United States
29. **Upshaw, S. J.** (2019, November). *Health in the African Diaspora: Exploring the multilayered experiences concerning health myths, misunderstandings, and misinformation*. Paper presented at the 105th annual convention of the National Communication Association. The United States

30. **Upshaw, S. J.** (2019, November). *Voices and Resources: Placing communication at the forefront through financial literacy, self-health management, social change, and survival as a muse for advocacy, implications of media scholarship, and communication careers after college*. Paper presented at the 105th annual convention of the National Communication Association. The United States
31. **Upshaw, S. J.** (2019, August). *Exploring psychosocial comorbidity messages and illness perception: Focus group research with African American survivors*. Paper presented at the 102nd annual convention of the Association for Education in Journalism and Mass Communication. The United States
32. Jensen, J. D., Pokharel, M., Carcioppolo, N., **Upshaw, S. J.**, & John, K. K. (2019, May). *Overload, reactance, and avoidance: Discriminant validity and relationship to sun safe behaviors*. Paper presented at the 69th annual convention of the International Communication Association. The United States
33. **Upshaw, S. J.** (2019, May). *Scholarship in African Diaspora*. Paper presented at the 69th Annual Convention of the International Communication Association. Washington, D.C. United States.
34. **Upshaw, S. J.** (2019, April). *Using the communication theory of identity to evaluate prostate cancer decision aids: Focus group research with African American survivors*. Paper presented at the 5th biennial D.C. Health Communication Conference. Fairfax, VA. United States.
35. **Upshaw, S. J.** (2018, April). *African American perspectives on end-of-life communication: Addressing gaps and hopes*. Paper presented at the 15th biennial Kentucky Conference on Health Communication. Lexington, KY. United States.
36. Stroman, C., Hollander, R., Chung, J., Sun, W., & **Upshaw, S. J.** (2018, April). *A content analysis of health communication articles addressing elimination and ethnic health disparities*. Paper presented at the 15th biennial Kentucky Conference on Health Communication. Lexington, KY. United States.
37. **Upshaw, S. J.** (2017, May). *It's more than a purveyor of information, it is a call to action: A strategic communication analysis of the Center for Disease Control and Prevention's HIV communication intervention, "Start talking. Stop HIV."* Paper presented at the 67th annual convention of the International Communication Association. San Diego, CA. United States.
38. **Upshaw, S. J.** (2015, October). *From Black Lives Matter to Black health matters: How social media can be utilized as a health messenger among African Americans*. Paper presented at 1st annual Social Media Technology and Workshop Conference. Washington, D.C. United States.

Other Conference Activities

1. **Upshaw, S. J.** (2019, November). *Models of persuasion in health communication*. **Chair** of a panel presentation at the 105th annual convention of the National Communication Association. The United States
2. **Upshaw, S. J.** (2020, April). *Innovative approaches to message design*. **Chair** of a panel presentation (virtually) at the 12th annual conference of the Kentucky Conference on Health Communication. The United States

Professional Service - Discipline

Member	Research Council Committee National Communication Association	2025 – 2027
Member	Transformational Professional Growth Committee International Communication Association	2025 – 2027
Member-at Large	Leadership Development Committee National Communication Association	2022 – 2024
Vice Chair	Black Caucus Pre-Conference Black Caucus Division National Communication Association	2019 – 2020
Treasurer	Black Caucus Division National Communication Association	2018 – 2020
Treasurer	African American Communication and Culture Division National Communication Association	2018 – 2020
Member	Treasurer Advisory Committee Health Communication Division International Communication Association	2018 – 2020
Chair	Nominating Committee African American Communication and Culture Division National Communication Association	2016 – 2017
Grad Student Rep	Health Communication Division National Communication Association	2016 – 2017

Professional Service – Internal

Doctoral Admission	Advertising Doctoral Admissions Committee	2021–2024
Budget Committee	Stan Richards School of Adv/PR	2022 –2023

Committee Member	Moody College Laptop Committee	2022– 2023
Committee Member	Moody Recruitment Day	2022 – 2023
Committee Member	Deans Advisory Council	2022 – 2023
Co-Chair	Texas Creative Director Search Committee	2022 – 2023
Committee Member	Moody College of Communication Dean’s Search Committee	2023–2024

Professional Service - External

Member	Board of Trustees of Memphis Public Library System	2010 –2014
Chair	Board of Trustees of Memphis Public Library System	2011– 2013
President	National Panhellenic Council of Memphis Metropolitan	2010 –2013

Professional Service - Reviewing

Ad-Hoc Reviewer

1. *Journal of Communication*
2. *Howard Journal of Communication*
3. *Journal of Health Disparities Research and Practice*
4. *Health Communication*
5. *Communication Studies*
6. *Patient Education and Counseling*
7. *Science Communication*
8. *Journal of Racial and Ethnic Health Disparities*
9. *Communication Report*
10. *Public Health Challenges*
11. *Journal of Intercultural Communication*
12. *Preventive Medicine Reports*
13. *Social Science & Medicine*
14. *Progress in Disaster Science*

Editorial Board Appointments

<i>Human Communication Research</i>	2025 – present
<i>Howard Journal of Communications</i>	2025 – present
<i>Communication Report Journal</i>	2025 – present

<i>Health Communication</i>	2025 – present
<i>Frontiers in Communication – Health Communication</i>	2024 – present
<i>Journal of Communication and Race</i>	2022 – present
<i>Science Communication</i>	2023 – present

Other Reviewing

Reviewer	NCA Health Communication	2024 – 2025
Reviewer	NCA Black Caucus	2023 – 2024
Reviewer	ICA Health Communication	2022 – 2023
Discussant	AEJMC Science Comm	2022 – 2022
Reviewer	NCA Health Communication:	2022 – 2022
Reviewer	AEJMC Science Comm	2022 – 2022
Reviewer	NCA Black Caucus	2020 – 2021
Reviewer	ICA Health Communication	2019 – 2020
Reviewer	NCA Health Communication	2019 – 2020
Reviewer	NCA Black Caucus	2018 – 2019

Media Coverage of Research

<i>Information Seeking and Prostate Cancer Management- The Bev Johnson Show.</i>	2019
<i>State of Black Men's Health: Self-disclosure and self-care adoption-The Bev Johnson Show</i>	2019
<i>Prostate Health and Communication-The Bev Johnson Show.</i>	2018

Special Guest Lecture

Seton Hall University	2025
Academy for Health Communication Innovation Faculty	
Seminar Research Talk	
Title: "Harm reduction to COVID-19 prevention: The influence of moderation messages and risk infographics"	

University of Texas at Austin – Assets in Action Title: “Social competencies and creative activities” Office of Undergraduate Studies	2025
University of Texas at Austin Herbert Family University Lecture Series – Office of Undergraduate Studies Title: “From screens to face-to-face: How digital media shapes in-person social interactions through uses and gratification theory”	2025
University of Texas at Austin Moody College of Communication Department of Journalism and New Media – Social Justice Communication	2025
University of Texas at Austin Moody College of Communication Department of Journalism and New Media – Social Justice Communication	2024
University of Texas at Austin Health Communication Guest Lecture Dell Medical School	2024
University of Texas at Austin Health Communication Guest Lecture Dell Medical School	2023
Arizona State University Health Communication Guest Lecture Department of Communication	2022
University of New Mexico Health Communication Guest Lecture Department of Communication	2022
Dominican University Health Communication Guest Lecture Department of Communication	2021
University of Texas – Austin Fall Colloquium Presenter School of Nursing	2021
University of Texas – Austin Introduction to Communication Foundation Department of Communication Studies	2021

University of Texas – Austin 2020
 Ethics in Medicine and Society
 Department of Population Health

Teaching Experience

University of Texas-Austin

Undergraduate Courses (2/2 course load)

Health Communication, Culture, and Disparities (UGS)	2025
Digital Graphic Communication	2025
Digital Graphic Communication	2025 (SU)
Digital Graphic Communication	2024
Digital Graphic Communication	2023
Digital Graphic Communication	2023
Issues in Black American Advertising and PR	2023
*Health Communication, Culture, and Disparities (UGS)	2023
Digital Graphic Communication	2022
Health Communication	2022
Digital Graphic Communication	2022 (SU)
Issues in Black American Advertising and PR	2022
Digital Graphic Communication	2021
*Issues in Black American Advertising and PR	2021
Issues in Black American Advertising and PR Honors	2021
Digital Graphic Communication	2020

University of Utah

Undergraduate Courses (1/1 course load)

*Health Disparity Communication	2020
Strategic Health Communication	2019
Visual Communication	2019
Strategy Communication Theory and Practice	2018

Howard University

Undergraduate Courses (2/2 course load)

Principles of Speech	2018
Social Media and Society	2017
Media Psychology	2016
Principles of Speech	2015

Prince George's Community College

Undergraduate Courses (2/2 course load)

Introduction to Communication	2018
Public Relation Techniques	2017
Interpersonal Communication	2016

University of Memphis**Undergraduate Courses (1/1 course load)**

Medical Anthropology	2011
*Biocultural Epidemiology	2010

**Course Creation*