

## Curriculum Vitae

# Philip Ryan Johnson

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### CONTACT

*Home:* 1041 Westcott Street, Syracuse, New York, 13210

*University:* S.I. Newhouse School of Public Communications, Syracuse University,  
215 University Place, Syracuse, NY 13244

*Tel:* +1.315.430.9133

*Email:* [phjohnso@syr.edu](mailto:phjohnso@syr.edu)

*Blog:* <http://www.PhilipRyanJohnson.com>

*Twitter:* <http://twitter.com/PRjohnson>

*Academia.edu:* <http://syr.academia.edu/PhilipRyanJohnson>

*LinkedIn:* <http://www.linkedin.com/in/philipryanjohnson>

*ResedarcherID:* <http://www.researcherid.com/rid/B-9196-2009>

*Vimeo:* <http://www.vimeo.com/nhsocialmedia>

### EDUCATION

Ph.D. (mass communication) *in progress*, S.I. Newhouse School of Public Communications, Syracuse University.

M.S. (media studies), S.I. Newhouse School of Public Communications, Syracuse University, 2009. Thesis: *Toward a Uses and Gratifications Model of Twitter.*

B.S. (public relations), S.I. Newhouse School of Public Communications, Syracuse University, 2004.

### AFFILIATIONS & HONORS

Public Relations Student Society of America

Phi Eta Sigma honor society

Golden Key International Honour Society

Syracuse University LGBT Ally Development Facilitator

*The Out Crowd* magazine, founding member

Syracuse University Chancellor Scholar

National Honor Society

Central New York Multinational Liaison Club

BUNAC work abroad program, London

Syracuse University London Program

### **RESEARCH INTERESTS**

Social media and public relations

Internet communication technologies

Gatekeeping Theory and sociology of online content

Media ethics, diversity, and LGBT issues

### **TEACHING INTERESTS**

Social media strategic planning

Public relations research and management

Diversity

### **RESEARCH EXPERIENCE**

2007 — : *Research Assistant to the John Ben Snow Professor, Pamela J. Shoemaker, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY.* Writing, research, and technical duties as junior research assistant. Provide knowledge and resources needed to conduct online news research. Designed automated online content retrieval system for data collection. Current research includes a content analysis of online news investigating personal relevance as a predictor of news content, and a BIOPAC experiment investigating physiological reactions to online videos of natural disasters.

2007 : *Research Assistant to Dr. Brenda Wrigley, APA, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY.* Writing and research duties. Assisted with research proposal for the Public Relations Society of America. Helped conduct focus group research at the 2007 PRSA National Convention in Philadelphia, PA. Ongoing research includes an investigation of diversity issues in the workplace among lesbian, gay, bisexual, and transgendered public relations professionals.

## RESEARCH SKILLS

*Quantitative:* Content analysis, survey research, Q-Methodology, bivariate and multivariate analysis, structural equation modeling (SEM), discriminant analysis, SPSS 18 and AMOS 18.

*Qualitative:* Textual analysis, focus groups, interviewing, case studies, situation analysis, user-based approaches, grounded theory.

*Theory:* Gatekeeping Theory, social media engagement, strategic communication, agenda-setting, situational theory, uses and gratifications, information seeking and use, interpersonal, queer theory.

## RESEARCH AWARDS

Barthel, M., Johnson, P. R., Hou, Jinghui, Ma, Yujing, & Crider, David (August 2009). First Place Special Paper Call: Media & Social Change in the Mass Communication and Society Division, Association for Education in Journalism and Mass Communication conference, Boston. *"The Effects of Health Message Vividness on Attitudes Toward Students with ADHD."*

Johnson, P. R., & Liebman, J. E. (2008, August). Top Paper Award: Mass Communication and Society Division, Association for Education in Journalism and Mass Communication conference, Chicago. *"Blogs and Agenda-Setting in the 2006 Pennsylvania Senate Race."*

## REFEREED JOURNAL PUBLICATIONS

Shoemaker, P. J., Johnson, P. R., Seo, H., & Wang, X. (2010). Readers as gatekeepers of online news: Brazil, China, and the United States. *Brazilian Journalism Research*, 6(1), 55-77.

Yang, S., Kang, M., & Johnson, P. (2010). Effects of narratives, openness to dialogic communication, and credibility on engagement in crisis communication through organizational blogs. *Communication Research*, 37(4), 473-497.

**BOOK CHAPTERS**

Shoemaker, P., Cohen, A., Seo, H., & Johnson, P. (2011). Foreign and international news. In F. Esser and T. Hanitzsch (Eds.), *Handbook of comparative communication*. ICA/Routledge.

Shoemaker, P. J., Johnson, P. R., Seo, H., & Wang, X. (2010). Readers as gatekeepers of online news: Russia, China, and the United States. In E. Vartanova (Ed.), *Content, Channels, and Audiences in the New Millennium: Interaction and Interrelations* (pp. 73-103). Moscow: Faculty of Journalism, Lomonosov MSU – MediaMir.

**REFEREED CONFERENCE PAPERS**

Shoemaker, P., Johnson, P. R., Seo, H., & Wang, X. (2010, October). *The popularity of online news: Gatekeeping by readers in four countries*. Paper presented at the Convergence and Society: Science, Health, & New Dimensions of Communication conference, University of South Carolina, Columbia, SC.

Johnson, P. R., & Yang, S. (2009, August). *Uses and Gratifications of Twitter: An Examination of User Motives and Satisfaction of Twitter use*. Presented at the annual Association for Education in Journalism and Mass Communication conference, Boston, MA.

Yang, S., Kang, M., Johnson, P. R., Duncan, E. (2009, August). *A Blog-Mediated Crisis Communication Model: Effects of Engagement on Post-Crisis Outcomes*. Presented at the annual Association for Education in Journalism and Mass Communication conference, Boston, MA.

Barthel, M., Johnson, P. R., Hou, J., Ma, Y., & Crider, D. (2009, August). *The Effects of Health Message Vividness on Attitudes Toward Students with ADHD*. Presented at the annual Association for Education in Journalism and Mass Communication conference, Boston, MA.

Seo, H-J., Johnson, P. R., & Stein, J. (2009, May). *Media Framing of 'Axis-of-Evil' Leaders: A Study on the Effects of News Framing on Audiences' Evaluations of Foreign Leaders*. Paper presented at the annual International Communication Association conference, Chicago, IL.

Chock, M., Shoemaker, P., Seo, H-J., Johnson, P. R. (2009, May). *Twas a Dark and Stormy...: The Effects of Content and Structural Complexity on Processing News*. Paper presented at the annual International Communication Association conference, Chicago, IL.

Shoemaker, P., Seo, H-J., Johnson, P. R., & Wang, X. (2008, October). *Audience Gatekeeping: A Study of The New York Times Most-Emailed News Items*. Paper presented at the annual Convergence Conference, Columbia, SC.

Johnson, P. R., & Liebman, J. E. (2008, August). *Blogs and Agenda-Setting in the 2006 Pennsylvania Senate Race*. Paper presented at the annual Association for Education in Journalism and Mass Communication conference, Chicago, IL.

Johnson, P. R., and Yang, S. (2008, August). *Popularity of News Items on Digg: Toward a Definition of Newsworthiness for Social News Sites*. Paper presented at the annual Association for Education in Journalism and Mass Communication conference, Chicago, IL.

Johnson, P. R. (2008, August). *Defining a gay Logo with Coming Out Stories: Containing Queer Identities with Reality Television*. Paper presented at the annual Association for Education in Journalism and Mass Communication conference, Chicago, IL.

## TEACHING EXPERIENCE

*Public Relations Special Topics: Social Media* (2010, Spring). Class of 35 students worked with local non-profits to create an actionable Social Media Strategic Plan. Organizations included It's All About Childhood & Family, Fulton YMCA, St. Charles School at Bishop's Academy, Vera House, Two Smiles One Home, YWCA, Literacy Volunteers, and Girl Scouts of NYPENN. Class and student blogs at <http://www.newhousesocialmedia.com>

## INVITED SOCIAL MEDIA WORKSHOPS

Invited Speaker, “*Branding’ Yourself: Social Media and Professional Identity.*” Future Professoriate Program/Preparing Future Faculty Annual Conference, Hamilton, New York, May 2010. The workshop helped attendees navigate through simple solutions to get noticed and equip them with actionable steps to organize, extend, and manage a personal brand online.

Keynote Speaker, “*Social Media for Local Non-Profits.*” comm.UNITY Social Media Seminar, November 20th, 2009 at the United Way, Syracuse, NY. Attended by ARISE, Aurora of CNY, Girl Scouts, Huntington Family, LDA CNY, Literacy Volunteers of Greater Syracuse, Salvation Army, Spanish Action League, SUNY Oswego, United Way, Women’s Fund, and YWCA. comm.UNITY is a student-run organization at Syracuse University that works with local non-profit organizations in their strategic communication efforts.

Keynote Speaker, “*Social Media, Personal Branding, Blogging, & Your Future Career.*” comm.UNITY Social Media Seminar, March 3rd, 2010 at the S. I. Newhouse School of Public Communications, Syracuse, NY. Attended by comm.UNITY student membership and the Syracuse University community. comm.UNITY is a student-run organization at Syracuse University that works with local non-profit organizations in their strategic communication efforts.

## INVITED CLASS LECTURES

Invited guest lecturer on Social Media in undergraduate sections of Public Relations Principles & Concepts, Public Relations Management, Communications & Society, Public Relations Research, & a graduate section of Public Relations Management.

## CONSULTING EXPERIENCE

Dec. 2005 – : *Lakeland Winery, Inc., Syracuse, NY*. Develop communication strategies, adapting to business growth and change. Planned, designed, and maintain company web site, [www.lakelandwinery.com](http://www.lakelandwinery.com). Provide IT support, video editing and photography services.

July 2006 – : *Dale Pierce Fine Art Photography, Syracuse, NY*. Planned, designed, and maintain web site, [www.dpfineartphoto.com](http://www.dpfineartphoto.com).

Nov. 2005 – : *CNY Multinational Liaison Club, Syracuse, NY*. IT consultant for web site, [www.cnymlc.org](http://www.cnymlc.org).

Oct. 2002 – Feb. 2003: *Ambrosia Lounge, Syracuse, NY*. Implemented grassroots marketing campaign to build image and reputation, created strategies for event promotions. Worked on strategy and built relationships with media and student organizations to target and increase key publics' awareness of brand and image. Researched regional music artists and presented recommendations.

## PROFESSIONAL EXPERIENCE

Nov. 2005 – Dec. 2006: *Director of Marketing and Interactive Communications, CNY Multinational Liaison Club, Syracuse, NY*. Designed logo, brochures, marketing materials and web site. Responsible for marketing and public relations plans to drive paid membership (from 0 to over 50), raise community awareness, and attract sponsorship. Assisted with managing and planning monthly events.

Feb. 2005 – July 2005: *Personal Assistant, Practice Manager Trainee, Vance Harris Solicitors, London*. Improved internal communication strategies between remote offices and among telecommuting employees. Overhauled analogue dictation system to digital format with email integration and trained staff. Implemented system updates including company intranet, software, electronic document scanning and archiving. Managed client database, office diaries, files, and logs. Executed searches and drafted letters.

Summer 2004: *Contract Legal Assistant, Verizon Communications, Washington & New York*. Managed *nMatrix* database of 250 thousand trial documents for *Verizon vs. Yellowbook* (2004). Oversaw logistics of trial site and setup; computers, printers, and

network. Provided administrative and IT support to upper management and legal counsel. Provided training for legal counsel on *nMatrix* database system.

Spring 2004: *Student Account Intern, New York Parks & Conservation Association, Syracuse, NY*. Team designed 100-page public relations campaign for annual Cycling the Erie Canal bicycle tour and collaboratively presented campaign to client. Campaign included in-depth analysis of organization's business problems and opportunities, supported with primary and secondary research and strategic plan.

Autumn 2003: *Account Intern, Blurb PR, London*. Built relationships with national media to gain interview spots and reviews of clients' musical and artistic works. Implemented solutions to tackle internal communications issues to reduce time-wasting and increase efficiency. Designed advertisement for placement in *Music Week*.

Autumn 2003: *Student Account Intern, The Children's Art Foundation, London*. Helped plan and implement a zero-budget campaign for the charity's launch. Built relationships with art institutions and artists (Crayola, Victoria & Albert Museum, Tate museums). Achieved team's sponsorship goals and over and above the donation level.

Nov. 2001 – May 2002: *Promotions Director and Business Partner, Phato USA, Syracuse, NY*. Developed business plan for Syracuse Electronic Music Festival. Allocated \$40,000 budget for promotional and production activities. Supervised promotion and production staff. Used grassroots and internet PR strategies to increase awareness in all of Northeastern U.S. Received front page coverage in Syracuse University's *Daily Orange*. Wrote script for radio advertisement on Z89.1 FM.

## **SKILLS**

Social media strategic planning, blogging, public relations campaign research and planning, innovative technologies and business application, internal communications.

SPSS 19 and AMOS 19, Microsoft Office 2010/2011, graphic and web design, xhtml/css, PHP/SQL, systems design, desktop publishing, Adobe CS5 Suite (InDesign, Dreamweaver, Photoshop, Fireworks, Flash, Illustrator).