

Curriculum Vitae

Philip Ryan Johnson

May 2012

CONTACT

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EDUCATION

Ph.D. (mass communication) *due 2012*, S. I. Newhouse School of Public Communications, Syracuse University. Dissertation: *Building Relationships Online with Exclusive Content: Social Media Engagement, Content Exclusivity, and Public Relations Outcomes*. Advisor: Pamela J. Shoemaker.

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

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

TEACHING EXPERIENCE

Social Media for Public Relations | (2012, Summer) | Graduate Level

Adjunct Faculty

Public Relations Department, Syracuse University, S. I. Newhouse School of Public Communications

Class of 14 students during one-week intensive "MAYmester" instruction with additional project completed outside of the classroom. Students completed rigorous social media strategic plans in teams of two or three for an organization of their choice.

Public Relations Campaigns Planning & Execution | (2012, Spring) | Undergraduate Level

Adjunct Faculty

Public Relations Department, Syracuse University, S. I. Newhouse School of Public Communications

Class of 14 students, taught strategic communication campaign planning for public relations. Student teams conducted strategic planning projects while working with a real-world client.

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Public Relations Research | (2011, Fall) | Undergraduate Level*Adjunct Faculty**Public Relations Department, Syracuse University, S. I. Newhouse School of Public Communications*

Class of 21 students, taught the basics of qualitative and quantitative research methods and data analysis techniques for measuring public relations concepts, ethics, and issues as they relate to public relations planning and management. Student teams conduct real-world research projects while working with a client.

Social Media for Public Relations | (2011, Summer) | Graduate Level*Adjunct Faculty**Newhouse Executive Education ISDP Program, Master's in Communication Management**Syracuse University, S. I. Newhouse School of Public Communications*

Class of 18 students, comprised of senior and middle-management level communications professionals, representing leading organizations in the pharmaceutical, insurance, non-profit, education, entertainment, and media industries. The course began with intensive classroom instruction during a one-week residency, with the remainder of the course taught online. Students completed a rigorous social media strategic plan project for their own organizations.

Introduction to Research Methods & Data Analysis | (2010, Fall) | Graduate Level*Teaching Assistant to Dr. Pamela Shoemaker**Communications Department, Syracuse University, S. I. Newhouse School of Public Communications*

Worked with Dr. Shoemaker to create course materials and plan instruction for the preliminary research methods course taught to first-semester Ph.D. and Media Studies Master's students. Taught a series of optional weekend statistics/SPSS workshops throughout the semester—with full attendance. Responsible for grading statistics assignments, from descriptive and bivariate analysis through multiple regression analysis. Co-taught and/or led instruction during several class sessions. Held office hours for data analysis, statistics, and SPSS instruction.

Social Media for Public Relations | (2010, Spring) | Undergraduate Level*Adjunct Faculty**Public Relations Department, Syracuse University, S. I. Newhouse School of Public Communications*

Class of 35 students worked with local non-profits to create an 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.

Introduction to Research Methods & Data Analysis | (2009, Fall) | Graduate Level*Teaching Assistant to Dr. Pamela Shoemaker**Communications Department, Syracuse University, S. I. Newhouse School of Public Communications*

Worked with Dr. Shoemaker to create course materials and plan instruction for the preliminary research methods course taught to first-semester Ph.D. and Media Studies Master's students. Responsible for grading statistics assignments, from descriptive and bivariate analysis through multiple regression analysis. Co-taught and/or led instruction during several class sessions. Held office hours for data analysis, statistics, and SPSS instruction.

CONSULTING EXPERIENCE

Dec. 2005 — : *Lakeland Winery, Inc., Syracuse, New York*. Develop communication strategies, adapting to business growth and change. Planned, designed, and maintain company web site, www.lakelandwinery.com. Provide IT support, video editing and photography services.

July 2006 — : *Dale Pierce Fine Art Photography, Syracuse, New York*. Planned, designed, and maintain web site, www.dpfineartphoto.com

Nov. 2005 — : *CNY Multinational Liaison Club, Syracuse, New York*. IT consultant for web site, www.cnymhc.org

Oct. 2002 – Feb. 2003: *Ambrosia Lounge, Syracuse, New York*. 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 public 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, New York*. 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, New York*. 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, Blurp 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, New York*. 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.

ACADEMIC EXPERIENCE

2007 — : *Research Assistant to the John Ben Snow Professor, Pamela J. Shoemaker, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, New York.* Writing and publication of articles, books, and book chapters. Design of scholarly research investigating online news, communication processes, political communication, and media content. Content analysis and survey methodologies. Use and instruction of BIOPAC physiological data acquisition and analysis system for experimental research designs investigating physiological reactions to media content. Use and instruction of MediaLab for administering experimental stimuli of media content to research participants.

2007: *Research Assistant to Dr. Brenda Wrigley, APR, S. I. Newhouse School of Public Communications, Syracuse University, Syracuse, New York.* 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 INTERESTS

Social media, public relations management, crisis communication

Internet social/digital communication technologies

Media sociology and online news

Media ethics, diversity, and Lesbian, Gay, Bisexual, and Transgendered (LGBT) issues

Multilevel modeling, hierarchical linear modeling, mixed modeling

RESEARCH SKILLS

Quantitative Content analysis, survey research, bivariate and multivariate analysis, multilevel modeling, structural equation modeling (SEM), discriminant analysis, conjoint analysis, Q-Methodology, bootstrapping, Stata, NodeXL, SPSS Statistics 20, SPSS Amos 20.

Qualitative Textual analysis, focus group methodology, in-depth 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 approaches, information seeking and use, information systems, interpersonal, queer theory.

RESEARCH AWARDS

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

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

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

Johnson, P. R., Bazaa, U., & Chen, L. (2011, May). *The New Boundary Spanners: Social Media Users, Engagement, and Public Relations Outcomes*. Paper presented at the annual International Communication Association conference, Boston, MA.

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 annual Convergence and Society conference, Columbia, SC.

Johnson, P. R., & Yang, S. (2009, August). *Uses and Gratifications of Twitter: An Examination of User Motives and Satisfaction of Twitter use*. Paper 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*. Paper 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*. Paper 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 and Society 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.

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 LECTURES

Invited guest lecturer on Social Media in undergraduate sections of public relations and communication courses, including: Principles & Concepts of Public Relations, Public Relations Writing, Public Relations Management, Communications & Society, Public Relations Research, and a graduate section of Public Relations Management.

AFFILIATIONS & HONORS

International Association of Business Communicators

International Communication Association

Association for Education in Journalism and Mass Communication

Association for Computing Machinery

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