

Amiee J. Shelton, Ph.D., APR

Feinstein College of Arts & Sciences
Roger Williams University
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EDUCATION

Salve Regina University, Newport, RI
Ph.D., Humanities (2010)

Salve Regina University, Newport RI
Certificate of Advanced Graduate Study (2009)
Passed with High Distinction

Boston University, Boston, MA
M.S., Public Relations (2002)
Graduate Teaching Assistantship
Emphasis: Quantitative Research.

Central Missouri State University, Warrensburg, MO
B.S., Broadcasting & Film (1995)
Minor: European History

DOMESTIC TEACHING EXPERIENCE

Roger Williams University, Bristol, RI
Assistant Professor: 2006-2011
Associate Professor: (2011-Present)

Undergraduate Classes Taught Regularly:

- Writing for Mass Media
- Introduction to Speech Communication
- Communication in Organizations
- Public Relations
- Public Relations Case Studies
- Introduction to Mass Media
- Mass Communication Research

Undergraduate Classes Developed:

- PR Campaigns
- Media Relations
- Entertainment PR
- Quantitative Research Methods
- Study Abroad: German Propaganda
- Government Relations: Washington D.C.
- International Public Relations

Independent Studies Advised:

- The Effect of Publicity on Perceptions of a Celebrity (2012)
- Portrayals of Civic Duty in Primetime Dramas (2011)
- Perceptions of the U.S. Census (2010)
- Sports Marketing and Nascar (2009)
- What U.S. College Students Consider Civic Duty (2008)

Community Clients:

- | | |
|-----------------------------------|---|
| ▪ Rapid Assault Training | ▪ Rhode Island Foster Parent Associati |
| ▪ Rhode Island Special Olympics | ▪ Big Brothers Big Sisters |
| ▪ U.S. Census | ▪ Rhode Island Public Transit Association |
| ▪ Stop Wasting Abandoned Property | ▪ Raveis Real Estate |

[Texas Tech University](#), Lubbock, TX

College of Mass Communications (2005-2006)

Graduate Part Time Teaching Instructor

I was the lab instructor for all television and electronic communication labs. Responsibilities included assisting with the training and project completions for students enrolled in these classes. Taught AVID, News room etiquette, news writing, camera usage, production values; supervised student shooting exercises, set up studio shots, anchor desk shots, and checked in and out cameras.

Course Taught

- Introduction to Advertising

[Texas State University](#), San Marcos, TX

College of Journalism & Mass Communication (2003-2005)

Lecturer

Courses Taught:

- Public Relations
- Introduction to Advertising
- Public Relations Campaigns
- Public Relations Writing
- Mass Media & Society

[University of Texas at San Antonio](#), San Antonio, TX

Department of Communication (2002-2003)

Visiting Assistant Professor

Courses Taught

- Writing for Public Relations
- Public Relations Case Studies
- Strategic Planning
- Public Relations Campaigns
- Introduction to Public Relations

[Boston University](#), Boston, MA

College of Communication (2001-2002)

Teaching Assistant

Course Taught

- Public Relations

INTERNATIONAL TEACHING EXPERIENCE

[Clark University](#), Lodz, Poland

College of Professional and Continuing Studies (2008)

Assistant Visiting Professor

Graduate Course Taught

- Public Relations

[Academy of Management](#), Warsaw, Poland.

Faculties of Management and Marketing (2008)

Assistant Visiting Professor

Graduate Course Taught

- Public Relations

PROFESSIONAL MEDIA EXPERIENCE

LIN-TV, Providence RI (WPRI)

Weekend News Producer (2000-2001)

Wrote stories and produced in full 30 minute nightly newscast; managed reporters and photographers; trained associate producers for daily news production.

Tribune Corporation, Indianapolis, IN (WXIN)

Special Projects Manager (1998-2000)

- Created and fully produced 20 minutes of live television daily; scouting & secured locations for live events; managed events onsite; developed marketing materials.

Tribune Corporation, Indianapolis, IN (WXIN)

Assignment Manager (1998-2009)

- Managed reporters, photographers, one-man-bands, and assignment editors for five daily newscasts.

The New York Times, Moline, IL (WQAD).

Assignment Manager/ Assistant News Director (1997-1998)

- Managed 30 employees; planned future coverage for events; spoke at career days

Citadel Communications, Des Moines, IA (WOI)

Assignment Manager/Assistant News Director (1996-1997)

- Managed assignment desk: monitoring news in city and region; guest speaker

Mission TV, Rapid City, SD (KEVN).

Reporter/Anchor (1995-1996)

- Reported daily for news shows, special segments and breaking news; news anchor fill-in

Fox News Corporation, Kansas City, MO (WDAF)

Overnight Assignment Editor (1995-1996)

- I worked the news desk on the overnight shift. I also anchored hourly news cut-ins.

Meredith Corporation, Kansas City, MO (KCTV)

Promotion Assistant (1994-1995)

- Wrote promos for daily newscast; prepared weekly logs with station promotion

PROFESSIONAL PUBLIC RELATIONS & MARKETING EXPERIENCE

Professional Employees Federation of New York (PEF)

Freelance Public Relations (2007)

- Charged with getting attention focused on the conference in March, 2007
- Planned conference including multimedia and coordinated logistics

Hawkeye Web Solutions, Lamoni IA

Freelance Marketing Associate (2004)

- Designed fact sheet, created client cards, and wrote web-copy

Assist2Sell Brookside Properties, Canton, MA

Sales & Marketing Coordinator (2002)

- Created and maintained firm web page (www.assist2sellbrooksideproperties.com)
- Wrote and executed press releases, placed advertising in targeted media; developed marketing tools and sales presentations

Muscular Dystrophy Association, New York, NY

Regional Public Affairs Coordinator (2001)

- Coordinated media cover for events, including radio/TV/magazine/newspaper
- Created and distributed marketing materials; primary media liaison for media

Media Star Promotions, Baltimore, MD

Promotional Manager (1997-1998)

- Hired and managed 12 employees to implement 3-month promotion for Fortune 500 Company
- Secured coverage in local media, including live remotes.

PUBLICATIONS

Kerns, E. & Shelton, A. (2013). "Leading the Future Leaders: A Survey of Mentoring Methods." *Business Research Yearbook*. Published Date: April 2013. (Peer Reviewed)

Shelton, A. & Alexander, K (2012). "Portrayals of Civic Duty in Primetime Television Dramas." *Business Research Yearbook*. Published Date: April 2012. (Peer Reviewed)

Shelton, A. & Rotondo, J. (2011). "Attitudes Towards the Physically Handicapped in the Workplace" *Business Research Yearbook*. Published Date: April 2011. (Peer Reviewed)

Shelton, A. & Concannon, M. (2011). "Increasing Honor & Integrity in Classrooms: A Case Study." *Business Research Yearbook*. Published Date: April 2011. (Peer Reviewed)

Shelton, A. (2010). "Revival of Virtue Ethics: Application in Journalism and Public Relations" *Business Research Yearbook*. Published Date: April 2010. (Peer Reviewed)

Shelton, A. (2008). Commercial Imperialism the 1890's American zeitgeist: A case study" *Business Conference Yearbook*, pg. 68-73. www.iabd.org. (Peer Reviewed)

Shelton A. & Nelson, R. (2006). "Management by Personality: A Realistic Approach to Solving Workplace Conflicts," *Business Research Yearbook*, pg. 87-92. www.iabd.org. (Peer Reviewed)

Shelton, A & Nelson, R. A. (2003). "Management by Personality: A Realistic Approach to Solving Workplace Conflicts," in Erdner Kaynak and Talha Harcar, editors, *Succeeding in a Turbulent Global Marketplace: Changes, Developments, Challenges, and Creating Distinct Competencies*.

MAJOR CONFERENCE PAPERS /PANELS (Competitively Selected)

Panel presentation "Community Connections through Collaborations." Accepted for presentation at The Educators Academy of the Public Relations Society of America 2013 International Conference in Philadelphia, October 26, 2013.

“Developing Domestic Field Experiences.” Accepted for presentation at The Educators Academy of the Public Relations Society of America 2013 International Conference in Philadelphia, October 26, 2013.

“Leading the Future Leaders: A Survey of Mentoring Methods.” Presented at the International Academy of Business Disciplines (IABD) Conference in Atlanta, April 11, 2013.

“Alcohol Portrayals in Primetime Television: A Content Analysis” presented at the Popular Cultural Association Conference. March 27-30, Washington, D.C. 2013.

“Portrayals of Civic Duty in Prime Time Dramas” presented in April 2012 at the 2012 International Academy of Business Disciplines (IABD) Conference in Long Beach.

“Increasing Honor & Integrity in Classrooms: A Case Study” presented at the 2011 International Academy of Business Disciplines (IABD) Conference in New Orleans.

“Attitudes Towards the Physically Handicapped in the Workplace” presented at the 2011 International Academy of Business and Disciplines (IABD) Conference in New Orleans.

“Revival of Virtue Ethics: Application in Journalism and Public Relations” presented at the 2010 International Academy of Business and Economics (IABD) Conference in Las Vegas, Nevada.

“Commercial Imperialism the 1890’s American Zeitgeist: A Case Study” presented at the International Association of Business Disciplines (IABD) Conference, Houston, Texas.

“Frequency of Violence in Prime Time Dramas: An Issue of Gender,” presented at the Eastern Communication Association Convention, Providence R.I. April 25-29; more information <http://ecasite.org/>.

“Management by Personality: A Realistic Approach to Solving Workplace Conflicts,” presented at the 12th Annual World Business Congress of the International Management Development Association, Vancouver, British Columbia, Canada, June 25-29; more information: http://www.imda.cc/IMDA_Program_2003.pdf.

“Increasing Employee Collaboration and Reducing Workplace Conflict: A Managerial Approach,” presented at the 14th Annual Conference on Competitiveness In A Dynamic World of the [American Society For Competitiveness](#) , Washington D.C, October 9-11.

SPEAKING ENGAGEMENTS

“Managing Yourself in Stressful Working Environments.” Presented Aug. 17, 2012, at New England Tax Collectors annual meeting, Bristol RI.

“Managing Change in Your Work Place.” Presented Nov. 10, 2011 to The Bristol –Warren School Administrators In-Work day. Bristol, RI.

“Dealing With Difficult Constituents.” Presented Aug. 25 2010, at the Rhode Island Tax Assessors Association’s monthly meeting, Portsmouth RI.

“Dealing With Difficult Constituents.” Presented May 12, 2011, at the Rhode Island Tax Collectors Association’s monthly meeting, Foster, RI.

Invited panelist “The State of PR in Rhode Island” Jan. 15, 2011 at the Southern New England Chapter of the Public Relations Society of America, Providence RI.

Invited panelist at the Southern New England Chapter of the Public Relations Society of America, Providence RI. "Charting Your Course: Finding Your Way to Career Success in Rhode Island." September 2011.

Invited speaker at the Academy of Management European Union Student Management Conference. Lodz, Poland. "Blogging and The PR Need." Presented July 7, 2008.

Invited member of panel, Electronic Media Convergence, covering the topic integrated news-gathering. Presented at the Eastern Communication Association, Presented at the 2007 convention, Providence R.I, April 25-29.

Invited speaker on "Mock Press Conference" and "Writing For Video" as part of the inaugural campus-wide Communications Week, Department of Communication. Presented at the University of Texas at San Antonio, April 15-16 2003

AWARDS

Fulbright Grant recipient, Spring 2014 at Constantine the Philosopher University, Slovak Republic

Merit Award, Roger Williams University (2010)

Mentoring Award, PRSSA RWU (2010).

Recipient of the Mark Gould Award for Commitment to Student Learning (2010)

Advisor of the Year by National Inter Residential Hall Association (2010)

Third place in PRSA Bateman Competition Roger Williams University (2010)

Nominated for Excellence in Teaching Award, Roger Williams University (2009, 2010)

Merit Award Roger Williams University (2009)

Commitment to Excellence, Co-operative Education, Rogers Williams University (2009)

Leadership Award, PRSSA. (2009)

Honorable Mention in PRSA Bateman Competition, Roger Williams University (2009)

Merit Award, Roger Williams University (2009)

Award for Significant Service Learning, Roger Williams University (2008)

Travel Grant (\$1,000) Roger Williams University (2007)

Madison Who's Who (2007-2008)

Merit Award, Roger Williams University (2008)

Award for Leadership, PRSSA Roger Williams University (2008)

Honorable Mention in PRSA Bateman Competition, Roger Williams University (2008)

Award for Dedication, PRSSA Roger Williams University (2007)

Honorable Mention in PRSA Bateman Competition, Texas State University (2006)

Silver Spur Award for Internal Communications, Texas Public Relations Association (2005)

Second Place in PRSA Bateman Competition, Texas State University (2005)

Graduate Teaching Scholarship, Texas Tech University (2005-2006) \$18,000

Outstanding Professor of the Month, Texas State University (April, 2005)

Award for Tireless Work & Dedication, PRSSA UTSA (2002-2003)

SERVICE

University

Faculty Senate, (elected at large) 2013-2015

Advisor to living-learning communities on campus, 2011-present.

Continuing Studies Review Committee 2013

Department

Advisor, public relations students (2006-Present).

Communication Department program review (2010)

Co-Chair of Public Relations Search, Roger Williams University (2009-2010)

Co-Chair of Public Relations Search, Roger Williams University (2008-2009)

Co-Chair of Strategic Communication Search, Roger Williams University (Spring 2008)

Co- Chair of Public Relations Search, Roger Williams University (Fall 2007)

Journalism Search Committee member, Roger Williams University (Spring 2007)

Library Committee Member, Dept. of Mass Communication; Texas State University (2003-2004)

Program:

Site coordinator for communication firm tours in New York, Los Angeles, Boston and Providence.

Coordinator for PR Career week, consisting of 10 regional guest speakers and resume breakout sessions.

Created advisory board for the PR curriculum at Roger Williams University in 2010, consisting of eight Sr. Level managers from the PR industry in Southern New England, and three alumni.

Bateman Competition Faculty Advisor; Roger Williams University (2007- present)

PRSSA Advisor, Roger Williams University (Fall 2007- Present)

Bateman Competition Faculty Advisor; Texas State Univ. (2004-2006)

Public Relations Student Society of America Faculty Co-Advisor; Texas State Univ. (2004-2005)

Public Relations Student Society of America, Faculty Advisor; UTSA (2002-2003)

Chair/Coordinator UTSA Communication Week; UTSA (2003)

Other

Orientation Programs (2006-current)

Admitted Student Day speaker (2008-Present)

SOAR program speaker: A three-tiered leadership series emphasizing the importance of the Social Change Model while involving the three components of leadership: the individual, the group, and the community (2009-2010)

Student Media Advisory Board Member, Roger Williams University (2006-present)

University Seminar Instructor-2 sections; Texas State Univ. (Fall 2004)

Alpha Sigma Alpha Sorority, Faculty Advisor; UTSA (2002-2003)

ELECTED BOARDS/OFFICES

Councilor in Humanities (2013-2015) for Council on Undergraduate Research for three-year term.

PROFESSIONAL MEMBERSHIP

International Public Relations Association (IPRA)

Public Relations Society of America (PRSA)

Councilors Academy of Public Relations Society of America

Council on Undergraduate Research

Member level of Chartered Institute of Public Relations (MCIPR)

TECHNICAL SKILLS

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|--------------------|---------------------|--------------------|
| ▪ Avid | ▪ PowerPoint | ▪ SPSS |
| ▪ Sound Forge | ▪ FrontPage | ▪ Dreamweaver |
| ▪ Microsoft Office | ▪ Mac & PC | ▪ Premier |
| ▪ Photoshop | ▪ Microsoft Project | ▪ Adobe Suite |
| ▪ Twitter | ▪ Facebook | ▪ Macromedia Suite |
| ▪ Final Cut Pro | ▪ Blogger/Wordpress | ▪ E-Commerce |