Regina Luttrell, Ph.D.

Curriculum Vita

Academic Leadership / Grant Management/ Extramural Funding/ Curricular Design & Implementation / Recruitment & Retention / Faculty Development / Fiscal Management / Cultural Change / Strategic Planning & Execution/Technology Solutions / External & Internal Partnerships / Team Restructuring / Committed to IDEA /Student Success

Executive Summary

Recognized as an innovative educator and higher education academic dean, Dr. Regina Luttrell is a distinguished scholar and an experienced academic leader with a track record of supporting cross-departmental and interdisciplinary collaboration, leading complex research projects, and advocating for faculty in multiple capacities.

She has gained professional experience having served in several capacities ranging from classroom instruction to executive administration. Dr. Luttrell is accomplished in all facets of teaching, research, strategic leadership, and educational administration. Often praised for her leadership and ability to work collaboratively with all stakeholders including faculty, staff, students, parents, and the overall community. Alongside her administrative duties, she actively contributes to her scholarly field through extensive authorship, publishing, and conference participation.

Education

Ph.D.   California Institute of Integral Studies, San Francisco, California, June 2012
Dissertation: "Social Networking Sites in the Public Relations Classroom: A Mixed Methods Analysis of Undergraduate Learning Outcomes Using WordPress, Facebook, and Twitter"

M.S.   The College of Saint Rose, Albany, New York, May 2007
Thesis: "What Does It Mean to Be a PR Practitioner in Today's Marketplace?"

B. S.   Journalism and English, Dual Degree, May 1998
Utica College of Syracuse University, Utica, New York

Harvard Graduate School of Education, Management Development Program Certificate, June 2023

Academic Leadership

S.I. Newhouse School of Public Communications, Syracuse University
Senior Associate Dean, August 2023- present
- Serve as Deputy Dean and represent the school on campuswide committees and task forces.
- Manage all eight Centers and Institutes within the School. Oversight of the Newhouse School's centers and institutes while working collaboratively with directors.

- Direct special projects assigned by the Dean and work with the Newhouse community on a variety of schoolwide initiatives.
- Oversee the artificial intelligence initiatives across the school, ensuring strategic and effective implementation.
- Continue to oversee all aspects of the Office of Research & Creative Activity

Associate Dean, Research & Creative Activity, January 2021 – July 2023
- Provides vision and leadership to the S.I. Newhouse School of Public Communications research and creative mission; leads and represents the academic departments within the School.
- Administers and provides leadership within Newhouse on all research, creative, professional, and teaching endeavors with regard to outreach, academic programs, and financial affairs. Works closely with the Dean, fellow Associate Deans, and senior university administration including deans of the other colleges of the university.
- Achieved a 300% increase in the research and creative portfolio, growing faculty programs from 3 to 12, and significantly enhancing institutional support for scholarly and creative activities.
- Opened all programs to faculty across all line designations, fostering greater equity and access for Professors of Practice and Teaching Professors, and ensuring inclusive opportunities for professional growth and contribution.
- Conceptualized and developed the Newhouse Impact umbrella, a multifaceted initiative celebrating and amplifying research and creative work at Newhouse, encompassing:
  - **Newhouse Impact Symposium**: A bi-annual, one-day event showcasing faculty and student achievements in research and creative work.
  - **Newhouse Impact Magazine**: A publication highlighting the innovative contributions of Newhouse faculty, staff, and students.
  - **Newhouse Impact Podcast**: A collaboration with WAER spotlighting groundbreaking research and creative endeavors.
  - **Newhouse Impact Summit**: An annual event bridging academia and industry, featuring themes like Generative AI Futures (2023) and Immersive Storytelling Technologies (2024), Mis/Disinformation (2025), Gaming/Esport (2026)
  - **Newhouse Impact Journal**: A scholarly platform exploring emerging technologies, strategies, and challenges in communication and storytelling.
  - **Newhouse Impact Social Media**: Promotional platforms showcasing the research, creative work, and professional achievements of Newhouse faculty, staff, and students across social media channels.
- Manage the Office of Research and Creative Activity's budget and facilitates the School's start-up applications and funding, proactively seeking opportunities to secure external funding.
- Serve as a member of the University Leadership Council.
- Facilitate research and creative opportunities for faculty and students.
- Chair research-related committees and task forces (e.g., AI Task force, Online Undergraduate Degree Committee, Center for the Creator Economy) as assigned by the Dean.
- Evaluate faculty for tenure and promotion, complete faculty performance reviews.

Ph.D. Mass Communication and M.S. Media Studies Programs
- As the Senior Associate Dean, it is my responsibility to manage and oversee both the Ph.D. Program in Mass Communications and the M.S. in Media Studies programs.

- Direct and manage the Doctoral Program Director and the FPP Coordinator.
- Implement doctoral program specific policies; maintain the Ph.D. Student Handbook; implement; coordinate and plan graduate student orientation.
- Coordinate the recruitment and admission of students for both programs; collaborate with the Office of Graduate Admissions when necessary.
- Lead orientation of incoming graduate students to the university/Newhouse and familiarize them with departmental resources, policies, and expectations.
- Contribute to program review, including facilitating data collection and updating annual assessment plans.
- Served as the Interim Director, Doctoral Program 2021- 2022

Real Chemistry Emerging Insights Lab, 2021 - present
- Founding director of the Emerging Insights Lab, currently co-director.
- Oversee operations, including publicity, recruitment, and research initiatives, while fostering innovation and collaboration.
- Research and publish the annual Fluency Report, providing in-depth insights into emerging areas shaping the communications industry.

Newhouse Synthetic Media Lab, 2023 - present
- Co-Founder and Co-Director, [Newhouse Synthetic Media Lab.](#)
- Designed and implemented the Synthetic Media Lab as a suite of AI-driven detection, attribution, and verification tools, creating an interdisciplinary research environment supporting faculty and student innovation in combating mis/disinformation.
- Spearhead research initiatives funded by granting agencies such as DARPA, NSA, and other agencies, producing peer-reviewed publications, conference presentations, and student-led projects focused on disinformation, deepfakes, and content authenticity.
- Managing a multidisciplinary team of between 10 - 17 student scholars across Ph.D., master's, and undergraduate levels annually.
- Developed the Theory of Content Consistency (ToCC) framework, an emerging method for evaluating AI-generated media, and led the lab's integration into national and international conversations on media manipulation and verification.

Research Affiliations
- Research Consortium, [member](#), LEAD (Leveraging Expertise for Advancing Discovery), Florida International University.
  - This affiliation provides opportunities to collaborate with a diverse network of scholars and contribute to projects that have a meaningful impact on both academic and broader communities.
- [Senior Research Associate](#), Maxwell School, Autonomous Systems Policy Institute, Syracuse University
  - Collaborate through ASPI bringing academic insights, community needs and industry developments into conversation and joint action.
- [Affiliated Expert](#), Institute for Democracy, Journalism and Citizenship (IDJC)
  - Contribute to cutting-edge projects and collaborative initiatives.

Associate Professor, May 2021 – present
Assistant Professor, August 2017 – May 2021

- Teach undergraduate and graduate courses in public relations and social media, advise students, and assist with curriculum and program development for the department and the PR graduate programs.
- Courses taught include PR cases and campaigns, public relations writing, social media and society, social media and innovation, data analytics, leadership, content optimization, and PR capstone.
- Maintain an active research agenda, securing over $10 million in external grant funding and producing scholarly work that contributes to the field and supports institutional research priorities.
- Mentor and oversee student research projects, providing guidance on methodology, analysis, and presentation to enhance academic and professional development.
- Provide academic and professional advising, guiding students on course selection, career pathways, and learning opportunities to support their success.
- Active member of the Newhouse community, contributing to faculty governance, leadership, program development, and service initiatives while managing a high service load to support School and University goals.

Interim Graduate Director, Public Relations Program, 2018- 2021
- Revised graduate program curriculum; managed graduate student admission; advised graduate students; assisted with curriculum and planning of course offerings. Recruited students for graduate programs; implemented and reinforced policies pertaining to the graduate program.
- Served as lead faculty for all graduate level courses; oversees curricular development; manages teaching schedules for faculty teaching in the PR program.
- Regularly monitored the progress of PR graduate students, approves student schedules, and ensures that students are aware of program and university requirements.
- Oversaw comprehensive exam requirements, paperwork, and completion.
- Led program assessment review and degree requirements.

Eastern Michigan University
Associate Professor *(Tenured)* August 2015 – July 2017
Assistant Professor, August 2011 – July 2015
- Taught a variety of courses within the undergraduate Public Relations major. Courses included introduction to public relations, public relations writing, integrated campaigns, case studies in public relations, the Agency, and foundations of social media.
- PRSSA Advisor: link between the student Chapter, the university and the sponsoring PRSA Chapter.
- Engaged in various service opportunities, contributing to committees, program development, and faculty initiatives to support institutional growth and student success.

Public Relations Program Coordinator, Eastern Michigan University, 2014-2017
- Academic Advising: Conducted general and academic advising with all 115 public relations undergraduate majors.
- Internships: Provided overall supervision of student internships, a requirement for all 115 PR majors. This included coaching and preparing students for job interviews, networking in the community and at various functions to locate internship positions, regular communication with the student and employer during the 15-week internship period, occasional workplace site visits, and final evaluation of student efforts.

- Faculty Management: Coordinated scheduling for public relations professors and lecturers for all public relations courses and troubleshooting throughout the year as scheduling and instructional issues arise.
- Undergraduate curriculum revisions: Worked with the PR program's professional advisory board, internship employers, and CMTA (PR is an interdisciplinary major) to ensure the PR curriculum and courses offered reflect the changing nature of the profession.
- Assessment: Managed program review, including facilitating data collection, writing the report, and completing annual assessment plans.

Professional and Industry Experience, 1998 – 2011
- Extensive experience in corporate public relations and marketing, specializing in strategic development and implementation of public relations, social media, advertising, marketing, and corporate communications. A strong background in brand communication, integrated marketing campaigns, and strategic planning supports a comprehensive approach to corporate and digital engagement.

Key Leadership Accomplishments

Strategic Funding & Partnership Development: Faculty applications for external funding have steadily increased, resulting in record growth in research support and sponsored activity. For the first time in School's history, more than $3.5 million of the Newhouse budget is derived directly from external funding and key partnerships. Provide faculty with comprehensive grant development and submission support, including pre-award grants management for single- and multi-investigator projects and multi-institution collaborations. Offer targeted workshops and individualized consultations to strengthen faculty competitiveness in securing external awards. Through strategic partnership development and advancement efforts, secured and managed significant internal and external funding to advance interdisciplinary research and innovation. Led the creation of the Real Chemistry Emerging Insights Lab, funded through alumni philanthropy to accelerate student research, applied learning, and data-driven storytelling. Leading the development and launch of the first academic Center for the Creator Economy, a cross-campus initiative uniting academia, industry, and the creator ecosystem. Partnering with Donor Relations to advance a multi-million-dollar fundraising initiative to build a sustainable revenue model supporting the Center's launch, growth, and long-term impact.

Advancing Scholarly & Creative Impact: Developed and executed a five-year strategic plan to strengthen research and creative activity across the Newhouse School, aligning initiatives with Syracuse University's Academic Strategic Plan and elevating faculty visibility nationally and internationally. Designed and launched more than twelve new programs to advance scholarly and professional excellence as well as staff professional development, including the Newhouse Impact Symposium, Internal Grants Program, Course Buyout Policy, Honorarium Policy, expanded Project Aide Program, Resource Reinvestment Funds, Summer Stipend Program, Emerging Technologies Faculty Fellows Program, and Dissertation Completion Awards. Established and currently direct the full suite of Newhouse Impact platforms, including the *Newhouse Impact Symposium, Magazine, Podcast, Journal,* and *Summit*, which together have reached thousands of attendees, readers, and listeners annually. Through these efforts, built a cohesive infrastructure for faculty development, strengthened cross-disciplinary collaboration, and positioned Newhouse as a national leader in research and creative innovation in communications.

Academic Innovation: Led the development and launch of Newhouse's first online undergraduate degree in Strategic Communications, expanding the school's reach to new learner populations and generating a projected 20% increase in online undergraduate enrollment. As Chair of the AI & Emerging Media Taskforce, guided a cross-disciplinary team of 12 faculty in designing the AI & Emerging Media Minor, launching in Fall 2026. Spearheaded this initiative while also serving as a key faculty member on Syracuse University's committee developing the Integrative Artificial Intelligence Major, an interdisciplinary program uniting multiple schools and colleges across campus, also set to launch in Fall 2026. Collaborated with the Ph.D. and Media Studies Committee to modernize the Ph.D. curriculum, including development of *COM 603: Pedagogy for Media Studies*, focused on classroom management, active learning, and inclusive teaching. Within the Public Relations department, served as Interim Director and led curricular redesigns of the M.S. and B.S. programs, developing 11 new courses and revising four to align with ACEJMC and CEPR accreditation standards, impacting more than 400 students annually. In 2024, partnered with the department chair to implement additional curricular innovations informed by industry trends, accreditation criteria, and evolving professional competencies.

Faculty Success & Engagement: Provide strategic mentorship and comprehensive support to all junior faculty across appointment lines throughout the review and advancement process. Conduct individualized consultations at the conclusion of each faculty member's first academic year to co-develop a customized three-year professional plan, ensuring alignment with school priorities and University promotion expectations. Maintain ongoing engagement through targeted check-ins to assess progress, offer developmental guidance, and reinforce pathways toward scholarly, creative, and teaching excellence. Partner with the Faculty Development Coordinator to strengthen faculty success programming by designing and leading a series of high-impact professional development workshops on research, creative, professional, and pedagogical growth. Sessions include Defining Your Area of Expertise, Work–Life Balance, Developing a Three-Year Plan, Responding to Conference Calls for Papers, Writing a Proposal, Submitting Your Scholarship, New Faculty Orientation, and Crafting Your Narrative.

IDEA Initiatives

Diversity First: Committed scholar, educator, and leader who integrates IDEA - Inclusivity, Diversity, Equity, and Accessibility - into every aspect of my teaching, research, and leadership. My work in IDEA has a significant impact on the academy, with widespread adoption and use by academics and professionals at both national and international levels. Through innovative approaches and actionable strategies, I actively foster an inclusive and supportive environment. My contributions to IDEA are regularly recognized with awards, underscoring their significance and influence in advancing equity and accessibility across diverse contexts.

- Co-developed the award-winning [Luttrell & Wallace IDEA Wheel](#) which is a tool for students and practitioners alike to implement the "Diversity First" approach at the inception of any PR or communications campaign throughout the strategic planning process through evaluation and measurement. The goal is to integrate a cross- cultural, multi-cultural approach to public relations aligned under one strategy.

- o Featured and utilized in the following textbooks in addition to my own, showcasing the widespread national and international influence and adoption of this groundbreaking approach in shaping public relations education and practice related to IDEA.
  - *The Art of Leadership through Public Relations* by Patrik Shober; published internationally in both Czechia and the United States.
  - *Discovering Public Relations*, 2nd edition, by Karen Freberg
  - *Public Relations Writing Worktext: A Practical Guide to the Profession*, 4th edition, by Anthony D'Angelo and Joseph M. Zappala.
  - *DEI in Strategic Communications: Becoming Culturally Proficient Communicators* by Lee Bush and Karen Lindsey, appears in Ch. 2.
- o Awards Received for IDEA Wheel
  - "SPARK A 'Diversity First' IDEA: An Approach to Equitable PR Campaigns," **1st Place Award**, 2022.
  - Shifting the Paradigm-Improving Student Awareness of Diversity, Equity, and Inclusion Efforts Through Public Relations Campaigns. *Public Relations Education*, *7*(1), 200-209. Named **Top Paper** PRSA Educators Academy and Institute for Public Relations, 2021.
  - Shifting the Paradigm: Diversity, Equity and Inclusion in Communication Education." **Named Top 25 AEJMC GIFT Award**, 2020.
- o Read a series of professional pieces covering the topic.
- Engaged Scholarship – Clients in PRL 425, PRL 625, Student Work through projects and Independent Studies
  - o Together for Youth Go Purple Campaign (2025): Together for Youth's Go Purple campaign raises awareness and supports New York State's foster care system by boosting foster parent inquiries.
  - o Reflections of Turtle Island (2024): This campaign helped strengthen community partnerships, increase visibility, and boost donor engagement for ROTI, a nonprofit dedicated to Indigenous relief and cultural preservation.
  - o Advocates for Action (2023): Highlighting the stories of diverse women/women identifying such as We'wha, María Jesús Alvarado Rivera, and Wilhelmina Kekelaokalaninui Widemann Dowsett, who have shaped the industry through advocacy inspiring and educating future generations about their profound impact, written by undergraduate students in public relations. Student work with byline published in Strategic Social Media as Activism.
  - o Rematriation: Empowering Stories of Indigenous Women (2022): Guests exchanged stories of Indigenous women and shared their journey toward reclaiming their identity, culture, and ways. A cross-cultural experience focused on elevating female voices.
  - o Drag Queen Story Hour (2021): Planned and hosted a campus-wide event for Fall 2021 in which we host a Drag Queen Story Hour followed by a panel

discussion about suppression of sexual expression, discrimination against minority speakers, and regulation of speech in public libraries.

- o #ProgressSU 2020: Sistas of Media: An event honoring black women in the media profession. To celebrate Black History Month, the Public Relations department hosted 'Sistas of Media' honoring black women in media. Part of the long-running series #PRogressSU, guest panelists discussed challenges and opportunities for black women in the media profession.
- o "Mindful Inclusion" an event that aimed to create an open forum discussion surrounding what it means to be "included" on the campus at Syracuse University. Guest facilitator Orlando Bailey led the panel; November 2019.
- o #ProgressSU 2018: Women Discuss Diversity, Inclusion and Leadership in Public Relations held on the campus of Syracuse University, which addressed several systemic inequalities in the public relations workforce. The panel discussed the experiences of women of various races, ages, and backgrounds in public relations.

Honors, Awards, Fellowships (Selected)

- Nominated: AEJMC 2025 Tankard Book Award for Strategic Social Media as Activism
- NCA Outstanding Book Award 2024 for Strategic Social Media as Activism
- Fellow: Institute for Diverse Leaders, Jennifer McGill Fellow of the Association for Education in Journalism and Mass Communication's (AEJMC) Institute for Diverse Leadership in Journalism and Communication, 2023-2024.
- **Schneider, E. J., Luttrell, R. M., & Wallace, A. (2024, August).** *Leveraging AI for newsjacking in real-time PR.* Top GIFTs roundtable session, 2nd Place AEJMC Public Relations Division Great Idea for Teaching (GIFT), Association for Education in Journalism and Mass Communication Conference, Philadelphia, PA.
- STEM Project of the Year Award 2023 by the Technology Alliance of Central New York (TACNY)
- Newhouse Literary Scholar Award, 2023, 2024, 2025
- 2023 IPPY Award: Bronze Medal for Wonder Woman: Disruptor, Warrior, Feminist Icon
- Ray Simon Institute for Public Relations & Journalism, Outstanding Alumni Award, 2023
- TOW Center Fellowship, Columbia University
- Lillian Lodge Kopenhaver Fellow, 2021

Funding
Grants (funded)

Proactively seek out opportunities to secure research funding. Total of $4,889,130 in grant funding secured for my personal research agenda. Research interests include Public Relations, Social Media, Artificial Intelligence, Mis/Disinformation, Social Activism, Political Movements, Feminist Movement, Emerging Technology, Artificial Intelligence, Big Data, Feminist Pedagogy, Generations X, Y, Z, and Alpha.

- **Department of Defense (DoD)**
  Funded: $1,298,446, AI-Driven Defense and Countermeasures
  Grant supports innovative research focused on leveraging artificial intelligence to develop advanced security systems and proactive strategies for detecting, mitigating, and countering emerging threats. PI: Jason Davis, Co-PI, **Regina Luttrell,** May 2025 – May 2027

- **Department of Defense (DoD)**
  Funded: $461,784, Explainable AI for Enhanced Cybersecurity Threat Comprehension
  Grant supports research aimed at developing transparent and interpretable AI systems that improve detection, attribution and characterization in response to complex cybersecurity threats. PI: Jason Davis, Co-PI, **Regina Luttrell,** May 2025 – May 2027

- **USDA Grant Climate-Smart Commodities**
  Funded: $60 Million, $7 million to Syracuse University, $1.3 million to Newhouse
  Developing a NYS climate smart commodities marketing campaign with targeted approaches to grow the near-term and long-term consumption of climate smart commodities. Maxwell School PI: Jay Golden, Newhouse Co-I: Jason Davis, **Regina Luttrell,** Erika Schneider, September 2022 – present

- **PAR Government Systems Corporation & Defense Advanced Research Projects Agency (DARPA)**: **Funded, $1.8 million**, Centers on the detection of manipulated media, primarily photos and video. PI: Jason Davis, Co-PI, **Regina Luttrell**, June 2020-2024.

- **Middle Tennessee State University and 1 for All: Funded, $4,000**, Grant to plan and execute a First Amendment campaign during the fall of 2019 and fall of 2021. PI: **Regina Luttrell,** June 2019, 2021.

- **TOW Center Fellowship**, **The Age of AI: Audience Segmentation and Predictive Audience Engagement: Funded, $15,000,** research how news audiences are segmented based on beliefs held, behaviors enacted, and constraints faced concerning changes that are being made in news production and distribution powered by artificial intelligence and/or automated journalism. PI: Joon Soo Lim, Co-PI: **Regina Luttrell**, Stephen Masiclat, and Dennis Kinsey, July 2018.

- **CUSE Grant, Social Media and Democracy: How We Connect and Communicate Influences Public Discourse: Funded, $9,100,** Interdisciplinary Seminar that focuses on Social Media's Impact on the U.S. political system. PI: **Regina Luttrell** Co-I: Lu Xiao, iSchool, May 2018.

- **Josephine Nevins Keal**: **Funded, $800**, Grant to assist in the professional advancement of female academics. Funding used for research pertaining to Social Media: How to Engage, Share, and Connect. PI: **Regina Luttrell.**

Lab Development

- **Newhouse Synthetic Media Lab**: As part of my research on the DARPA-funded project to combat mis/disinformation, I co-established the Newhouse Synthetic Media Lab—a research and testing hub equipped with tools to detect fake news, identify manipulated media, and analyze disinformation tactics.
- **Emerging Insights Lab: Established the Real Chemistry Emerging Insights Lab (EIL):** Established the Real Chemistry Emerging Insights Lab (EIL) is a state-of-the-art social media command center that serves as a central hub for the interfacing of digital media studied and researched by faculty and students throughout the S.I. Newhouse School of Public Communications.

Scholarship & Research

Books, published
- Luttrell, R. (First edition 2012, second edition 2014, third edition, 2018, fourth edition 2021, fifth edition 2025) Social Media How to Engage, Share, and Connect, Bloomsbury Publishing.

  - Reviewed by Jeremy J. Lipschultz https://journals-sagepub-com.libezproxy2.syr.edu/doi/10.1177/1077695816673471

- Luttrell, R. & Wallace, A.A. (2025): Public Relations and the Rise of AI. Routledge | Taylor & Francis.

- Luttrell, R., & Wallace, A.A., (Second Edition 2024, First Edition 2021). Social Media & Society: An Introduction to Mass the Mass Media Landscape. Rowman & Littlefield.

  - Reviewed by Lindsay M. McCluskey https://aejmc.us/jpre/2022/11/30/social-media-and-society-an-introduction-to-the-mass-media-landscape/
  - Reviewed by Christopher J. McCollough https://doi.org/10.1177%2F10776958211016760

- Wallace, A.A. & Luttrell, R. Eds. (2023): Strategic Social Media as Activism: Repression, Resistance, Rebellion, Reform. Routledge.
  - NCA PRIDE Outstanding Book Award

- Luttrell, R. (2022) Wonder Woman: Disruptor, Warrior, Feminist Icon. Rowman & Littlefield Publishers.
  - 2023 IPPY Award Bronze Medal Winner

- Lipschultz, J., Freberg, K., Luttrell, R. (2022) The Emerald Handbook of Computer-Mediated Communication and Social Media, Emerald Publishing.

- Luttrell, R., Emerick, S. F., & Wallace, A. (2022). Digital Strategies: Data-driven Public Relations, Marketing, and Advertising. Oxford University Press.

- o Reviewed by José, Laurence. "Review of Digital Strategies: Data-Driven Public Relations, Marketing, and Advertising." *Programmatic Perspectives* 13, no. 1 (2022): 136-139.
  - o Ward, J. (2022). Book Review: Digital Strategies: Data-Driven Public Relations, Marketing and Advertising, by Regina Luttrell, Susan Emerick, and Adrienne Wallace. *Journalism & Mass Communication Educator*, *77*(1), 142-144. https://doi.org/10.1177/10776958211058661

- Luttrell, R., & McGrath, K. (2021) Gen-Z: The Superhero Generation; Rowman & Littlefield Publishers.

- Luttrell, R., Xiao, L., & Glass, J. (2021). Democracy in the Disinformation age: Influence and Activism in American Politics. Taylor and Francis.

- Luttrell, R. Ed. (Hardcover 2018; Paperback 2020) Trump Tweets: The World Reacts: Understanding What is Relevant and Why, Edited Volume, Lexington Press.

- Luttrell, R., & Capizzo, L. W. (First edition 2017, Second edition 2020, Third Edition 2025). Public Relations Campaigns: An Integrated Approach. Thousand Oaks: SAGE.

  - o Reviewed by Danny Paskin https://doi.org/10.1177/1077695818776530

- Luttrell, R., & Capizzo, L. W. (2019). The PR agency handbook. Thousand Oaks, CA: SAGE Publications.
  - o Reviewed by Christopher J. McCollough https://doi.org/10.1177/1077695819867538

- Luttrell, R. & Ward, J. (2018) A Practical Guide to Ethics in Public Relations, Rowman & Littlefield Publishers.
  - o Reviewed by Dennis S. Gouran (2020). Book Review: Regina Luttrell and Jamie Ward, A Practical Guide to Ethics in Public Relations. International Journal of Communication, 14, 3.
  - o Reviewed by Kevin S. Trowbridge https://doi.org/10.1177/1077695818797495

- McGrath, K., Luttrell, R, Luttrell, M.T., McGrath, S. (2017) Brew Your Business: The Ultimate Craft Beer Playbook, Rowman & Littlefield Publishers.

- Luttrell, R. & McGrath, K. (Hardcover 2016; paperback 2017) The Millennial Mindset: Unraveling Fact from Fiction, Rowman & Littlefield Publishers.

Book Chapters

- Luttrell, R., & Wallace, A. A. (2025). Teaching public relations principles. In S. Keith (Ed.), *Teaching communication, Vol. 3: Teaching journalism and media*, D. D. Sellnow & M. G. Strawser (Series Eds.). Cognella.

- Luttrell, R., Davis, J., & Welch, C. (2025). *Artificial Intelligence and Mis/Disinformation, Fake News, and Deepfakes*. In A. Sarısakaloğlu & M. Loffelholz (Eds.), *The Handbook of Artificial Intelligence and Journalism.* Wiley.

- Luttrell, R., & Welch, C. (2025). AI-Powered Synthetic Personas: Impacting the Future of Public Relations Campaigns. In R. Luttrell & A. A. Wallace (Eds.), *Public Relations and the Rise of Generative AI*. Routledge | Taylor & Francis.

- Wallace, A. & Luttrell, R. (2025). Tools for Campaign Success in Teaching Public Relations Campaigns in *Pedagogical Resources (Eds. Brandi Frisby and Renee Kaufmann, University of Kentucky).* Cognella.

- Luttrell, R. (2023). Before the Internet: Historical Roots and Modern Movements (Chapter 1) in Adrienne A. Wallace & Regina Luttrell [Eds.] Social Media Activism: Repression, Resistance, Rebellion, Reform. Routledge.

- Yang, J, & Luttrell, R. (2022). Digital Misinformation and Disinformation: The Global War of Words. Editors: Luttrell, Lipschultz, and Freberg in *The Emerging Media Handbook: Theoretical and Applied Trends in Social Media and CMC,* Emerald Press.

- Gallagher, A., & Luttrell, R. (2022). *Student-centered learning in a pandemic: A critical examination of innovation, teaching and assessment*. In G. Jones (Ed.), Cambridge Scholars Publishing.

- Place, K., Wallace, A. & Luttrell, R. (2022). Mobile First: Public Relations in an Evolving Digital Landscape. Editors: Place, Pompper, and Weaver in *Routledge Companion for Public Relations.*

- McCollough, C., Wallace, A. & Luttrell, R. (2022). Artificial Intelligence: The Dark Side, Ethics, and Implications. Editors: Luttrell, Lipschultz, and Freberg in *The Emerging Media Handbook: Theoretical and Applied Trends in Social Media and CMC,* Emerald Press.

- Wallace, A.A., Luttrell, R., & Torres, K. (2021). *LushUK goes "all in" on influencers*. In B. Watkins (Ed.), *Research perspectives on social media influencers and brand communication* (Chapter 5). Lexington Books.

  - Chapter reviewed in book review by Melissa A. Goodson https://journalofpreducation.com/wp-content/uploads/2024/09/JPRE_2024_102_BookReview_ResearchPerspectivesOnSocialMediaInfluencersAndBrandCommunication_Goodson.pdf

- Luttrell, R., (2021) Outreach and Empowerment: Social Media's Impact on the Women's Movement in American Democracy: Influence, Activism, and Misinformation in the Social Media Era, editors, Luttrell, R., Xiao, L., & Glass, J., Routledge Publishers.

- Grygiel, J., & Luttrell, R. (2018/ 2020 paperback). Presidential Twitter storms: When is President Trump creating a storm? In R. Luttrell (Ed.), *Trump tweets: The world reacts: Understanding what is relevant and why*. Lexington Press.

- Luttrell, R., McGrath, K., Medjesky, C., (2017) "Purpose, Value, and Unintended Consequences in Social Media." [Organization and Administration in Higher Education.](#) Routledge. Ed. Patrick J. Schloss and Kristina M. Cragg.

- Luttrell, R. (2017) "Learning Fundamentals of Public Relations via WordPress." [Communication in the Classroom: A Collection of G.I.F.T.S.,](#) Bedford/St. Martins. Ed. Matthew Sanders, John Seiter, and Jennifer Peeples.

Books & Book Chapters, in progress/under review/under contract

- Luttrell, R., Welch, C., Sutherland, K., & Wallace, A.A. (research handbook, in progress). Handbook on Social Media Impact. Edward Elgar Publishing, United Kingdom.

- Luttrell, R. (book, under contract/in progress). Rage and Hope: The Story of the Women's Movement Through Its Most Powerful Campaigns, Bloomsbury Publishing.

- Luttrell, R. (book, under contract/in progress). PR Campaigns that Made America. Routledge | Taylor & Francis.

- Luttrell, R., Capizzo, L. W., & Wallace, A.A., (in press). The PR agency handbook. Bloomsbury Publishing [book with new publisher; 2nd edition due out spring 2026].

- Bowman, N. D. & Luttrell, R. (Eds.). (in press). Provoking generative AI futures: Merging theory and praxis. Routledge | Taylor & Francis.

- Wallace A.A., & Luttrell, R. (book, under contract/in progress): Converged Writing for Public Relations, SAGE.

- Luttrell, R., Davis, J., & Welch, C. (forthcoming book chapter). Detection is not enough: Developing detection, attribution, and characterization methods with explainability. In R. Luttrell & N. D. Bowman (Eds.), Provoking Generative AI futures: Merging Theory and Praxis. Routledge | Taylor & Francis.

Journal Publications

- Luttrell, R., Davis, J., & Welch, C. (in press) From Fabrication to Verification: The Role of Content Consistency in AI-Based Fake News Detection, *Computational Intelligence and Machine Learning*.

- Luttrell, R., Davis, J., & Welch, C. (2025). Source attribution and detection strategies for AI-era journalism. *Telecommunications Policy*, 103053. https://doi.org/10.1016/j.telpol.2025.103053

- Luttrell, Regina M. Ph.D. and Welch, Carrie T. M.A. (2025) "Creating Feminist Icons, Engaging with Feminist Concepts via AI," Feminist Pedagogy: Vol. 6: Iss. 3, Article 9. Available at: https://digitalcommons.calpoly.edu/feministpedagogy/vol6/iss3/9

- Luttrell, R., Davis, J., & Welch, C. (2025). Social Media Semantics: Enhancing Manipulated Media Detection Through An Artificial Intelligence Weakness. *Electronic News*, *0*(0). https://doi.org/10.1177/19312431251355220

- Luttrell, R., Davis, J., & Welch, C. (2025). Applying Excellence Theory to the Critical Study of Gender and Socioeconomic Bias in Stable Diffusion Models: Toward Responsible AI in Public Relations. *International Journal of Strategic Communication*, 1–19. https://doi.org/10.1080/1553118X.2025.2483675

- Luttrell, R., Davis, J., & Welch, C. (2025). AI hackathon: Igniting and connecting students' generative AI knowledge. *Journal of Public Relations Education, 11*(2), 69–82.

- Luttrell, R., Wallace, A. A., Welch, C., & McCollough, C. (2024). Feminist frameworks in public relations: A student-centric approach to teaching. *Teaching Journalism & Mass Communication*, 14 (1), 21–24.

- Luttrell, Regina (2024) "Advances and Opportunities in Immersive Storytelling Technologies," *Newhouse Impact Journal*: Vol. 2: Iss. 1, Article 3. doi: 10.14305/jn.29960819.2024.2.1.1

- Luttrell, R. & Bowman, N. D. (2024). Generating deep discussions around generative AI. *Newhouse Impact Journal, 1*. 1-2. http://doi.org/10.14305/jn.29960819.2024.1.1.10

- Luttrell, R. & Welch, C. (2023). Everything Barbie all at Once: "A Marketing Campaign for the Ages". *Case Studies in Strategic Communication*, *8*.

- Lim, J. S., Shin, D., Zhang, J., Masiclat, S., Luttrell, R., & Kinsey, D. (2022). *News audiences in the age of artificial intelligence: Perceptions and behaviors of optimizers, mainstreamers, and skeptics*. *Journal of Broadcasting & Electronic Media*. https://doi.org/10.1080/08838151.2022.2162901

- Molta, D., Luttrell, R. M., & McCollough, C. J. (2022). A Pedagogical Mystique?: Lessons of Incorporating Feminism Into Skills-Based Communication Courses. *Journal of Communication Pedagogy*, *6*(1), 13.

- Sterbenk, Y., Ward, J., Luttrell, R. & Shelton, S. (2021) Silence Has No Place: A Framing Analysis of Corporate Statements About Racial Inequity, Immigration Policy, and LGBTQ Rights, Corporate Communications, An International Journal.

- Wallace, A., Ward, J., & Luttrell, R., (2021) "Pitch perfect: Secrets of media relations," 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division. **Top Paper, Great Ideas for Teaching (GIFT) Award**. August 2021. Journal of Public Relations Education, 7(2).

- Luttrell, R. M., & Wallace, A. A. (2021). Shifting the Paradigm-Improving Student Awareness of Diversity, Equity, and Inclusion Efforts Through Public Relations Campaigns. *Public Relations Education*, *7*(1), 200-209. Named **Top Paper** PRSA Educators Academy and Institute for Public Relations.

- Wallace, A., & Luttrell, R., (2021) "A Human-Centered SEO Approach to Creating Higher Ranking Content for Public Relations using a Content Clustering Method," 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division. **Second Place** Great Ideas for Teaching (GIFT) Award. August 2021. Journal of Public Relations Education, 7(2).

- McCollough, C., Wallace, A., & Luttrell, R., (2021). Pedagogical Connections: Public Relations and Social Media. Conference Proceedings IPRRC.

- Luttrell, R., Wallace, A., McCollough, C., & Lee, J., (2021). Public Relations Curriculum: A Systematic Examination of Curricular Offerings in Social Media, Digital Media, and Analytics in Accredited Programs. Journal of Public Relations Education, 7(2).

- McCollough, C. J., Wallace, A. A., & Luttrell, R. M. (2021). Connecting pedagogy to industry: Social and digital media in public relations courses. *Teaching Journalism & Mass Communication*, *11*(1), 36-48.

- Luttrell, R., Wallace, A., McCollough, C., & Lee, J. (2020). The Digital Divide: Addressing Artificial Intelligence in Communication Education. *Journalism & Mass Communication Educator*, *75*(4), 470-482. https://doi.org/10.1177/1077695820925286

- Ward, J., Luttrell, R., & Wallace, A., (2020). Transformative PR Ethics Literacy: Identifying Moral and Ethical Values Through Purposeful Ethical Education. Journal of Public Relations Education (Special Ethics Issue).

- Luttrell, R., & Ward, J. (2018). Looking in to see out: An Introspective Approach to Teaching Ethics in PR. Journal of Public Relations Education,4(2), fall, 123-127. ISSN: 2573-1742 (Top Paper Award).

- Luttrell, R. (2018). Teaching Students to Gather, Interpret, and Present Information Graphically: An Exercise in Research, Data, and Infographics. Carolinas Communication Quarterly, XXXIV, 82-89.

- Luttrell, R. (2013). An in-depth look at race: Creating a public relations plan. Communication Teacher, 1-7. DOI:10.1080/17404622.2013.770156

Book Reviews

- Luttrell, R. (2023). Invited Book Review: Effective Public Relations by Scott M. Cutlip and Allen H. Center 1952 version. Special Issue: Mapping a Hundred Years of History in JMCQ. *Journalism & Mass Communication Quarterly*, 100(4), 995-998. https://doi.org/10.1177/10776990231177439

- Smith, P. A., & Luttrell, R. (2023). Book Review: Betsy Ann Plank: The Making of a Public Relations Icon, by Karla Gower. Journalism & Mass Communication Educator, 78(1), 94-97. https://doi.org/10.1177/10776958221144162

- Luttrell, R. (2021). Book Review: Strategic Social Media Management Theory and Practice, by Karen Sutherland. *Journalism & Mass Communication Educator*, *76*(4), 505–507. https://doi.org/10.1177/10776958211036575

- Luttrell, R. (2021). Book Review: The Illustrated Guide to the Content Analysis Research Project, by Patricia Swann. Journalism & Mass Communication Educator, 76(1), 126-128. https://doi.org/10.1177/1077695820968350

Works in Progress/Revise & Resubmit/Under Review

- Schneider, E., Davis, J., Luttrell, R., Kyriakopoulos, V., & Nare, M. (revise & resubmit). Stakeholder perceptions of greenwashing in environmental CSR labels. *Journal of Sustainable Marketing*.

- Johnson, T., Welch, C., Luttrell, R., & Osborn, A. (under review) The Power of Pop Culture Narratives in Teaching Intersectional Feminism: A Pedagogical Study, Feminist Media Studies.

- Welch, C., Luttrell, R., & Davis, J. (under review). Misinformation generation: Teaching truth and trust in the disinformation era. *Harvard Kennedy School Misinformation Review*.

- Welch, C., Wallace, A.A., Luttrell, R. (manuscript in progress) Advancing Public Relations Education through Artificial Intelligence: Toward a Framework for Pedagogical Integration.

Conference Papers

- Luttrell, R., Davis, J., & Welch, C. (2026, January). *Detecting synthetic text profiles: Human discernment versus AI analytics.* Paper presented at the 59th Hawaii International Conference on System Sciences (HICSS-59), Honolulu, HI, United States.

- Luttrell, R., Welch, C., & Davis, J. (2025, October). *Generative AI in communications practice: A student prompt-a-thon for applied innovation* [**Top Paper Award**]. Paper presented at the Public Relations Society of America International Conference, Washington, DC, United States.

- Davis, J., Luttrell, R. & Welch, C. (2025, August). *A theoretical examination of source credibility in the evaluation and detection of synthetic profiles* [Conference presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, San Francisco, CA, United States.

- Luttrell, R. (2025, March 4–5). *Innovating Pedagogy: Insights into Generational Learning, Feminist Pedagogy, and Adaptive Teaching* [paper presentation]. Presented at the International Conference on Humanities, Human and Social Sciences (ICHHSS-25), Rome, Italy.

- Johnson, T., Welch, C., Luttrell, R., & Osborne, A. (2025, June 12–16). *The power of pop culture narratives in teaching intersectional feminism: A pedagogical study* [Paper presentation]. 75th Annual International Communication Association (ICA) Conference, Denver, CO, United States.

- Luttrell, R., Davis, J., & Welch, C. (2024, August). *Social media semantics: Enhancing manipulated media detection through an AI weakness* [Conference presentation]. Top Paper Award, AEJMC Conference, Philadelphia, PA.

- Schneider, E.J., Luttrell, R.M., & Wallace, A.A. (2024). Leveraging AI for Newsjacking in Real-Time PR [paper presentation]. 2nd Place AEJMC PRD Great Ideas for Teaching (GIFT). Association for Education in Journalism and Mass Communication (AEJMC) conference, Philadelphia, PA. Public Relations Division.

- Davis, J., Luttrell, R., Ren, B. (November 2024). Quantifying Bias in Generative AI: A Comparative Analysis of Polarized Bias in Stable Diffusion Models [paper]. National Communication Association 109th Annual Convention, New Orleans, USA.

- Luttrell, R., Davis, J., & Welch, C. (2024). Authenticity in Synthetic Media: The Theory of Content Consistency and AI Multi-Modal Fake News Detection [paper], International Conference on Social Media & Society (#SMSociety) held at the University of the Arts London in London, UK.

- Davis, J., Luttrell, R., Welch, C., & Hong, N. (2024). The Right to Attribution in News: Truth and Transparency in AI and Journalism [paper]. 74th Annual International Communication Association Conference, Gold Coast, Australia.

- Wallace, A. A., Luttrell, R., Velazquez, R., Loof, T., & Mahin, S. (2024). Teaching Authenticity & Transparency in the Era of Generative AI [panel]. Association for Education in Journalism and Mass Communication (AEJMC), Philadelphia, PA.

- Davis, J., Luttrell, R., Smith, P., & Hong, N. (2023, August). A Critical Evaluation of AI's Detection and Attribution Capabilities Using the Theory of Content Consistency [paper]. 106th Annual Conference of the Association for Education in Journalism and Mass Communication, Washington, DC, USA.

- Wallace, A.A., Luttrell, R., & McCollough, C. (2023, May 29). (**Top Paper**) Exploring Feminist Pedagogy: Cultivating Authentic Communications Curricula in Project-Based Courses [paper]. International Communication Conference (ICA). Toronto, Canada.

- Davis, J., Luttrell, R., & Smith, P. (May 29, 2023). Authenticity in Synthetic Media: A Validation of the Theory of Content Consistency [paper]. International Communication Conference (ICA). Toronto, Canada.

- Davis, J., Luttrell, R., & Smith, P. (2023, March). Detecting Synthetic Media and Digital Propaganda Using AI Analytics [paper]. 114th Easter Communications Association Convention, Baltimore, MD, USA.

- Luttrell, R. (2022). "Empowering Students: How to Equity-Based Pedagogy Can Transform Skills-Based Courses" Panel Presentation, National Communications Association, New Orleans, November 2022.

- Davis, J., Luttrell, R., & Smith, P. (2022, November). Media Mastery: Redefining Media Literacy in the Digital Age [paper]. National Communication Association 108th Annual Convention, New Orleans, USA.

- Luttrell, R., Ward, J., & A.A. Wallace. "Pitch perfect: Secrets of media relations" [paper]. 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division. **1st Place, TOP Great Ideas for Teaching (GIFT) AWARD.** August 2021.

- Luttrell, R. "A Human-Centered SEO Approach to Creating Higher Ranking Content for Public Relations using a Content Clustering Method" [paper presentation]. 2021 Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division Great Ideas for Teaching (GIFT). August 2021.

- Luttrell, R. "Crossroads in Pedagogy: Applications and Implications of Artificial Intelligence in the Communication Classroom" [paper presentation] National Communication Association (NCA), November 2020.

- "[Shifting the Paradigm: Diversity, Equity and Inclusion in Communication Education](.)." **Named Top 25 AEJMC GIFT Award [paper].** Education in Journalism and Mass Communication (AEJMC) 2020 Conference. Association for Education in Journalism and Mass Communication (Moved online due to COVID-19. August 2020).

- Luttrell, R. (2012, March). Social networking sites in a public relations classroom [Paper presentation]. *Association for Education in Journalism and Mass Communication (AEJMC) Midwinter Conference*, University of Oklahoma, Norman, OK.

Conference Presentations

- Gower, K. K., Edwards, L., Kiousis, S., Luttrell, R., Madden, S., Sadi, G., & Wallace, A. A. (2025, October 6). *Being Courageous: Honoring Dr. Pamela Bourland-Davis* [Conference presentation]. PRSA Educators Academy Summit (virtual).

- Davis, J., Welch, C., & Luttrell, R. (2025, August 7). *A theoretical examination of source credibility in the evaluation and detection of synthetic profiles* [Poster presentation]. Annual Conference of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

- Lipschultz, J., Murphy, T., Smith, M, Luttrell, R., and Bowman, N. (2025) *AI summaries and assistants: Accuracy, reliability and validity concerns* [Conference session]. 2025 AEJMC Conference, San Francisco, CA. Co-sponsored by Broadcast and Mobile Journalism Division and the Communication Theory & Methodology Division.

- Gower, K. K., Edwards, L., Kiousis, S., Luttrell, R., Madden, S., Sadi, G., & Wallace, A. A. (2023, August). *Public relations as a driver of social change* [Conference presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Washington, DC.

- Luttrell, R. (2023, March). *Generative AI and comms* [Panel presentation]. IPR Bridge Conference, Washington, DC.

- Luttrell, R. (2022, November). *Honoring PLACE: Digital activism through communications* [Panel presentation]. National Communication Association (NCA) Conference, New Orleans, LA.

- Luttrell, R. (2022, November). *Mitigating harm: To PLACE PR ethics at the center of AI and IoT strategy* [Panel presentation]. National Communication Association (NCA) Conference, New Orleans, LA.

- Luttrell, R. & Wallace, A.A. (2022, November). *SPARK A 'Diversity First' IDEA: An approach to equitable PR campaigns* [1st place award, panel presentation]. National Communication Association (NCA) Conference, New Orleans, LA.

- Luttrell, R. (2022, November). *Power and influence: Adopting a diversity-first approach in PR* [Panel presentation]. Public Relations Society of America (PRSA) International Conference, Dallas, TX.

- Luttrell, R. (2021, November). *Transform and renew: A discussion on opinions and attitudes regarding misinformation on the social web* [Panel presentation]. National Communication Association (NCA) Conference.

- Luttrell, R. (2021, November). *Renewal of vows: The marriage of academia and industry* [Panel presentation]. National Communication Association (NCA) Conference.

- Luttrell, R. (2021, November). *Transforming conversations: A renewed commitment to inclusion, diversity, equity, and accessibility in the classroom* [Panel presentation]. National Communication Association (NCA) Conference.

- Dietrich, G., Wallace, A.A.& Luttrell, R. (2021, October). *Client forward: Four creative uses and the future of experiential learning* [Online presentation]. MMA Conference.

- Luttrell, R. (2021, October). *Destination engagement: Benefits of professional certificates, simulations, and project-based learning in the PR classroom* [Online presentation]. Public Relations Society of America (PRSA) Educators Academy Conference.

- Luttrell, R. (2021, April). *Decoding and adapting to Generation Z: Leveraging disruptive factors to modernize high-impact teaching and learning in the public relations curriculum* [Virtual presentation]. Southern States Communication Association (SSCA) Conference.

- Luttrell, R. (2020, October). *All together now: Teaching effective diversity & inclusion principles and strategies* [Presentation]. Public Relations Society of America (PRSA) Educators Academy.

- Luttrell, R. (2020, November). *Forging ahead: Diversity, equity, and inclusion as the driving force behind communication education* [Panel presentation]. National Communication Association (NCA) Conference.

- Luttrell, R. (2020, August). *From Silicon Valley virtual communities to Trump Twitter networks: Political social networks visualized* [Online presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Conference.

- Luttrell, R. (2020, April 4). *Pedagogy for productive citizens and professionals: Reflections on the influence of disruptive approaches to curriculum design in a high-impact curriculum for educators* [Presentation canceled due to COVID-19]. Southern States Communication Association (SSCA) Conference.

- Luttrell, R. (2020, March 25). *Redefining content creation - Artificial intelligence in social media marketing* [Presentation]. MBAA International Conference.

- Luttrell, R. (2020, February). *Diversity and inclusion in the classroom: Leading with effective communication strategies* [Virtual presentation]. Association for Education in

Journalism and Mass Communication (AEJMC) Conference.

- Luttrell, R. (2019, August). *Digital feminist activism: Multi-cultural feminism in a post-Anita Hill social media world* [Panel presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Toronto, Canada.

- McGrath, K., & Luttrell, R. (2019, April). *Engaging Gen Z: What professors need to know* [Panel presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Virtual Conference.

- Luttrell, R. (2019, October). *Asserting PR dominance: AI-driven strategy for digital communications* [Oral presentation]. Public Relations Society of America (PRSA) International Conference, San Diego, CA.

- Ritchie, A., & Luttrell, R. (2019, October). *Invention in PR: How to use public relations as a creative engine* [Oral presentation]. Public Relations Society of America (PRSA) International Conference, San Diego, CA.

- Masiclat, S. & Luttrell, R. (2018). *Impact of AI on journalism* [Presentation]. ICS International Journalists, Syracuse University.

- Luttrell, R. & Ward, J. (2018, August). *Looking in to see out: An introspective approach to teaching ethics in PR* [Oral presentation]. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Washington, DC.

- Luttrell, R. (2018, September). *Ethics in public relations* [Panel presentation]. Digital Media Summit, Public Relations Society of America (PRSA) Capital Region Chapter.

- Luttrell, R., & Ward, J. (2018, October). *Using predictive analytics to stave off crisis* [Oral presentation]. Public Relations Society of America (PRSA) International Conference, Austin, TX.

- Luttrell, R., Schram, R., & Keys, V. (2018, May). *The state of #sponsored social: Lessons for practitioners, brands, agencies, and creators* [Presentation]. Public Relations Society of America (PRSA) Northeast District Regional Conference.

- Wallace, A.A., Luttrell, R., Freberg, K. & Dornan, B. (2018, October). *Real life ramen: Using cheap or free online tools to create "real world" assignments, experiences & certifications in the classroom* [Presentation]. Public Relations Society of America (PRSA) Educators Academy Conference, Austin, TX.

- Luttrell, R., Tyree, T., Sha, B.L., Wang, T, & Dodd, M. (2017, November). *#ShePersisted: Sustained relevance while propagating our legacy as women in communications* [Chair & panelist]. National Communication Association (NCA) Conference, Dallas, TX.

- Luttrell, R. (2017, November). *Service learning and community impact* [Chair]. National Communication Association (NCA) Conference, Dallas, TX.

- Luttrell, R. (2016, October). *A climate of denial: Restoring the public's trust in Flint* [Oral presentation]. Public Relations Society of America (PRSA) International Conference, Indianapolis, IN.

- Luttrell, R. (2016, April). *Let's not forget the 'dark side': A discussion of the ways in which social media influence expression and action in education* [Chair]. Central States Communication Association (CSCA) Conference.

- Luttrell, R. (2016, April). *The power of story: Storytelling from the classroom to the boardroom* [Panel participant]. Central States Communication Association (CSCA) Conference.

Workshops/Short Courses

- Luttrell, R. (2025, June 12–16). *The role of administrators in advancing faculty research and creative work* [Workshop presentation]. 75th Annual International Communication Association (ICA) Conference, Denver, CO, United States.

- Tarrant, R., Luttrell, R., & Davis, J. (2025, January 30). *An Eye on Misinformation and Disinformation* [Workshop presentation]. S.I. Newhouse School of Public Communications, Syracuse University.

- Luttrell, R. (2019, February). *Social media: Tactics & tips to cultivate your social presence* [Workshop presentation]. Public Relations Society of America (PRSA) Finger Lakes Chapter.

- Luttrell, R., & McGrath, K. (2018, November). *Playing well with others: Tips for workplace communication across generations* [Primary organizer and workshop presenter]. National Communication Association (NCA) Conference, Salt Lake City, UT.

- Luttrell, R. (2016, April). *Foundations for understanding millennials: Who are they, how do we reach them, and why should we care?* [Short course]. Central States Communication Association (CSCA) Conference.

Invited Talks and Webinars

- Davis, J. & Luttrell, R. (September 22, 2025). *Combatting the Infodemic: Building Resilience Against Deceptive Narratives*, GAO Defense Capabilities and Management Webinar, Maxwell School of Citizenship and Public Affairs, Syracuse University.

- Luttrell, R. (2025, August 13) *What's Real, What's Fake? AI, Social Media & the Erosion of Authority* [Invited speaker]. Public Relations Society of America, Buffalo Chapter.

- Luttrell, R. (2025, May 28-30) *The New Rules of IMC: Strategies for a Connected, Complex Landscape.* Integrated Marketing Communication (IMC) Conference, [Invited keynote speaker] University of North Carolina Wilmington.

- Luttrell, R., & Davis, J. (2025, April 21). *Navigating AI Misinformation: Applying the Theory of Content Consistency for Detection, Attribution, and Characterization* [Invited, Webinar]. IPR ELEVATE.

- Luttrell, R. & Welch, C. (2025, April 4). From Suffrage to Zines: The Power of Print in the Feminist Movement [Invited speaker]. Susan B. Anthony House, Rochester, NY.

- Luttrell, R. (2025, March 27), Seeing the Vote: Visual Strategies of the Suffragist Movement [Invited speaker], Utica University.

- Luttrell, R. & Welch, C. (2025, March 23). From Suffrage to Zines: The Power of Print in the Feminist Movement [Invited speaker]. Susan B. Anthony House, Rochester, NY.

- Luttrell, R. & Welch, C. (2025, March 20), From Suffrage to Zines: The Power of Print in the Feminist Movement, [Invited Speaker], Syracuse University.

- Luttrell, R. & Davis, J. (2025, March 16) *Decoding deception: Advancing critical thinking to strengthen democracy* [Invited talk]. *Life Together: Seeking the Common Good in a Diverse Democracy*, Syracuse University.

- The United States White House: Report on Semantic Forensics: Detecting Disinformation [Invited, Findings Session], Defense Advanced Research Projects Agency (DARPA), November 7, 2023, led by PI Matt Turek on behalf of our research team Jason Davis and Regina Luttrell.

- Luttrell, R. (2020, October 8). *The state of research in 2010, today, and future directions* [Invited speaker]. University of Nebraska - #Omaha2020 Annual Conference, Online.

- Luttrell, R., & Capizzo, L. (2019, February 13). *Teaching campaign planning: Three tips that drive action* [Webinar]. SAGE Talks from SAGE Publications.

- Luttrell, R. (2019). *Pioneering Public Relations* [Invited talk]. Utica University.

- Luttrell, R. (2018, July). *Deciphering the HR lingo: Learn what employers are really looking for when building communications teams* [Webinar panelist]. Public Relations Society of America (PRSA).

- Luttrell, R. (2018, May). *Going #Rogue: Losing control of your social media* [Webinar panelist]. Public Relations Society of America (PRSA).

Podcast Appearances

- Davis, J., Luttrell, R., & Ritter, G. (2025, March 18). *Can media & information literacy help bridge deep political & social divisions?* [Audio podcast episode]. In *Newhouse Impact*. Bolt, C. (Host). WAER.

- Luttrell, R., & Welch, C. (2023, November 28). Marketing the *Barbie* movie: Going big garnered big results [Audio podcast episode]. In *Newhouse Impact*. Chris Bolt (Host) WAER. https://www.waer.org/podcast/newhouse-impact/2023-11-28/marketing-the-barbie-movie-going-big-garnered-big-results

- Luttrell, R. & McGrath, K. (2021, December 8). *Ep. 36 – Dr. Regina Luttrell & Dr. Karen McGrath, Authors, Generation Z: The Superhero Generation* [Audio podcast episode]. Marissa Salzone (Host) In *Lions on Leashes*. Apple Podcasts. https://podcasts.apple.com/us/podcast/ep-36-dr-regina-luttrell-dr-karen-mcgrath-authors-generation/id1540830130?i=1000544317955

- Luttrell, R. & Wallace, A.A. (2021, May 7). *How social media impacts society* [Audio podcast episode]. Robert Johnson (Host) In *PR Nation*. https://www.theprnation.com/how-social-media-impacts-society/

- Flores, N. & Luttrell, R. (2020, October 2). *PR diversity & inclusion checklist* [Audio podcast episode]. Robert Johnson (Host) In *PR Nation*. https://www.theprnation.com/pr-diversity-inclusion-checklist/

- Kennedy, C., Wallace, A.A., Rackham, B., Shelson, S., Luttrell, R., Mollica, J., Holdsworth, A., & Johnson, B. (2020, March 23). *Pro Panel on COVID-19.* [Audio podcast episode]. Robert Johnson (Host) In *PR Nation Podcast*. https://www.theprnation.com/pro-panel-on-covid-19/

- Luttrell, R. (2019, May 24). *PR summer reading list* [Audio podcast episode]. In *FlackPack Podcast*.

- Luttrell, R. (2019, March 22). *Female PR superheroes* [Audio podcast episode]. In *FlackPack Podcast*.

- Luttrell, R. (2019, February 1). *Millennial spin* [Audio podcast episode]. In *FlackPack Podcast*.

- Luttrell, R. (2018, October 12). *PR agency life: The good, the bad, and the ugly with Gina Luttrell of Syracuse University* [Audio podcast episode]. In *FlackPack Podcast*.

Professional Publications

- Luttrell, R. (Under Review, 2025). Sticky Social Media Strategies Every PR Pro Should Know. PRSA Strategies & Tactics.

- Luttrell, R., & Welch, C. (2024, March 7). Ahead of the Academy Awards: Marketing wisdom from the *Barbie* blockbuster. *PRSay*. https://prsay.prsa.org/2024/03/07/ahead-of-the-academy-awards-marketing-wisdom-from-the-barbie-blockbuster/

- Gower, K. K., Edwards, L., Kiousis, S., Luttrell, R., Madden, S., Sadi, G., & Wallace, A. A. (2023). *Public Relations as a Driver of Social Change* (Chapter 8). In Commission on Public Relations Education (Ed.), *CPRE Signature Report 2023: Navigating change—Public relations education in the evolving communication landscape* (pp. 95–104). Commission on Public Relations Education. https://www.commissionpred.org/

- Hausler, K. & Luttrell, R. "10 crucial considerations for making digital content accessible", Ragan's PR Daily, January 6, 2022.

- Flores, N. & Luttrell, R. "How to Prioritize Diversity and Inclusion In Your Communications" SpinSucks, September 14, 2020.

- Wallace A. & Luttrell, R. "4 steps for adopting a "diversity first" practice in PR" Ragan's PR Daily, July 7, 2020.

- Wallace A. & Luttrell, R. "The secret to modern crisis response success," Ragan's Annual PR Digital Guidebook, June 2020.

- Flores, N. & Luttrell, R. "Multicultural Marketing Is Crucial, Especially During a Pandemic," SpinSucks, April 22, 2020.

- Wallace, A. & Luttrell, R., "The secret to modern crisis response success," Ragan's PRDaily, December 20, 2019.

- Luttrell, R., & Flores, N., "Why diversity and inclusion warrant PR's rapt attention," PR Daily, October 3, 2019.

- Luttrell, R., & Flores, N., "7 steps to adopting a D&I-first approach to PR," PR Daily, September 25, 2019.

- Luttrell, R., & Wallace, A. "Why and how PR pros should embrace artificial intelligence," PR Daily, September 5, 2019.

- Milton, K., Luttrell, R., & Kitchens, A. (November 7, 2017) When to Swipe Right: Qualities to Look for When Finding the Right Influencers, PR News Guidebook: Google for Communicators.

- Luttrell, R. (December 14, 2014). Diversity and Inclusion in the 21st Century: Guidelines for Managers, Public Relations Tactics. 10.

- Luttrell, R., & McLean, D. (2013). A new generation of professionals: working with

millennials in 5 easy steps. Public Relations Tactics, 20(4), 15.

- Luttrell, R. (2013). Press pass: 5 questions to ask when writing news releases. Public Relations Tactics, 20(3), 14.

Teaching

Courses Taught, Syracuse University
Teach a wide spectrum of courses. Adopted distinctive teaching methodologies, developed unique assignments, and serve as PR faculty lead for PRL 215/614, PRL 603, PRL 635, and PRL 530.

Undergraduate
- PRL 215 Advanced Public Relations Writing for a Digital World
- PRL 325 Public Relations Campaigns and Execution
- PRL 425 Public Relations Cases and Campaigns
- PRL 424 Public Relations Management
- PRL 530 International Social Media and Public Relations Management (London)
- COM 350 Pop Culture Power Women (Diversity course)

Graduate
- PRL 525 Public Relations Practicum PRL 600 Social Media Analytics
- PRL 603 Foundations of Analytics, Social Listening and Information Gathering
- PRL 614 Advanced Public Relations Writing for Digital Platforms PRL 635 Public Relations Culminating Experience

Communications@Syracuse Immersion
- Leveraging Social Media and PR: A 4 Step Process
- Diversity & Inclusion: Effective Communication Strategies

Curricular Development, Syracuse University

Online Undergraduate Degree – Strategic Communications
Chaired the committee to develop and launch Newhouse's first online undergraduate degree in Strategic Communications.
- Developed STC 345 Media, Ethics, and Social Responsibility: Introduces ethics, principles, strategies, and practice of using media and other forms of communication to promote social change.

Minor – AI & Emerging Media
Chairing the committee to develop a Newhouse-wide minor in AI and emerging media.
- The AI & Emerging Media Minor provides students with the knowledge and skills to navigate the rapidly evolving landscape of generative AI and its applications in communication fields. With a focus on both the technical and ethical dimensions, this 18-credit minor equips students to harness AI for content creation, audience engagement, and strategic communication while addressing the societal and legal implications of its use. Designed for students across communication disciplines, the minor prepares graduates to become leaders in the integration of AI into media practices.

- Core Courses:
  - Foundations of Generative AI in Media and Communications
  - Generative AI Tools for Content Creation
  - Data and AI in Audience Engagement
  - Generative AI Ethics, Law and Policy in Communication

Integrative Artificial Intelligence – University-wide Major
Serving as key faculty member on University committee through the Provost office to create and launch a multi-disciplinary major in AI for Syracuse University
- The Integrative Artificial Intelligence B.S. is an interdisciplinary degree that combines technical foundations in programming, mathematics, and AI systems with critical study of ethics, governance, and human-centered design. Students develop both technical competency and the ability to critically assess the intricate relationships between technology, society, and human values. Students in this major will be required to complete a minor in an applied domain such as policy, communications, business, media, and education.
- Major with accompanying minor pull from S.I. Newhouse School of Public Communications, School of Information Studies, Maxwell School of Citizenship and Public Affairs, School of Education, David B. Falk College of Sport and Human Dynamics, College of Engineering and Computer Science, and College of Professional Studies

Ph.D. Program
- Collaborated with Ph.D. faculty to lead a comprehensive redesign of the doctoral curriculum, ensuring greater alignment with contemporary research, teaching, and professional standards in media and communications. As part of this effort, developed *COM 603: Pedagogy for Media Studies*, a foundational course focused on effective teaching practice, including classroom management, active learning, student diversity, and engagement. This initiative modernized the program's structure, strengthened its pedagogical foundation, and enhanced doctoral student preparation for academic and professional success.

Public Relations – Master's and Undergraduate
Spearheaded curricular changes to the M.S. and B.S. in Public Relations. Designed and developed 11 new courses and revised an additional four for the Graduate and Undergraduate programs. Researched developmentally appropriate content, choosing teaching methodology and materials. Ensured all curriculum followed ACEJMC and CEPR accreditation standards.

Newly Developed Courses
Undergraduate
- PRL 319 Social Media & Society
- PRL 320 Social Media & Innovation
- PRL 376 Content Optimization for Public Relations Writing
- PRL 425 Public Relations Capstone Campaign
Graduate
- PRL 610 History, Theory & Practice of PR

- PRL 614 Content Optimization for Public Relations Writing PRL 643 Diversity in Public Relations
- PRL 600 Social Media Analytics
- PRL 603 Foundations of Analytics, Social Listening and Information Gathering
- PRL 619 Social Media & Society PRL 620 Social Media & Innovation
- PRL 530 International Social Media & PR Management – London

Curricular Revisions (existing courses)
Undergraduate
- PRL 215 Advanced Public Relations Writing for a Digital World

Graduate
- PRL 525 Public Relations Practicum
- PRL 614 Advanced Public Relations Writing for Digital Platforms
- PRL 635 Public Relations Culminating Experience

Courses Taught & Developed, Eastern Michigan University
Planned lessons which adhered to the objectives of the curriculum while utilizing a variety of teaching methodologies. Developed and implemented new courses for the revamped undergraduate public relations program. Those with an Asterix '*' denote courses I developed.

- PURL 201 Public Relations and Public Responsibility
- *PURL 305 Crisis Management for Public Relations
- *PURL 308 Social Media in Public Relations
- PURL 312 Introduction to Public Relations
- PURL 314 Public Relations Writing
- *PURL 333 Integrated Campaigns
- *PURL 403 The Agency
- JRNL 490 Internship in Public Relations

Advising

Research Advisees
- Sofia Donolo (Public Diplomacy Master's Student)
- Antonia Yu (Media Studies Student)
- Bixuan Ren (Ph.D. student)
- Jeongwon Yang (Ph.D. student)
- Jiyoung Lee (Ph.D. student)
- Carrie Welch (Media Studies student)
- Phoebe Smith (Undergraduate student & Media Studies student)
- Nalae Hong (Media Studies student)
- Matthew Causer (PD/IR Master's student)
- Christopher McKinley (iSchool Master's student, DARPA researcher)
- Annelise Silkaitis (PR Master's Student)
- Alexa Cash (PR Master's student)

- Franklin Wang (Undergraduate student)
- Phoebe Bogdanoff (Undergraduate student)
- Hannah Allison (Undergraduate student)
- Annelise Hackett (Undergraduate student)
- Delaney When (Undergraduate student)
- Gwen Burke (Undergraduate student)

Ph.D. Dissertations
- Devan Grey (Committee Member) Navigating Transparency in the Digital Age: An In-Depth Study of Disclosure Practices in Influencer Marketing on Social Media, iSchool, Syracuse University (presently dissertating)
- Yu Tian (Committee Member) Overconfident and Gullible? Examining News-Finds-Me, Political Polarization, Third Person Perception, and Susceptibility to Online Fake News (2023)
- Jeongwon Yang (Committee Member), Influencer- vs. Brand-endorsed CSR Messaging: An Exploration of Influencers' Persuasive Power via Dual-Process Models (2023)
- Jiyoung Lee (Committee Member), Correcting Fear-arousing Misinformation on Social Media in the Spread of a Health Virus: A Focus on Fear, Threat Appraisal, Beliefs in Misinformation, and Viral Behavioral Intentions (2019)

Master's Thesis
- Christina Jacobs Nordquist (Advisor) A Communications Management Study of Thought Leadership in the Era of Generative AI (2024)
- Carrie Welch (Advisor) Beyond the Brush: How Women Artists Navigate Communication and Creativity Amid the Rise of AI (2024)
- Xueqi Wang (Advisor) Collision of Beauty: Exploring Users' Perceptions of TikTok Trends Generated by U.S. Versus Chinese Influencers (2024)
- Allen Huang (Committee Member) Anti-Automobile Supremacy: Social Media Narratives and the Popular Resistance Against Car-Centric Urban Landscapes (2023)
- Elizabeth Sweeney (Advisor) Comparing Engagement and Popularity Across Social Media Platforms (in progress)
- Phoebe Smith (Advisor) If I Can't Predict My Future, Why Can AI? Examining the Power of the AI Influencer (2023)
- Xincheng Ding (Committee Member) The Sneaker Resell Market: A Disquisition into Sneakerheads and Social Media Hype (2022)
- Elisabeth Shirk (Committee Member) International Crisis in the Public Sector: Adapting information and psychological effects of rising tensions between the U.S. and Russia (2022)
- Greta Bush (Advisor) Comprehensive Analysis: Do Certificates Enhance Digital and Social Media Efforts within PR and Marketing? (2020)
- Marissa Thompson (Advisor) Answer the Call: Millennials and Generation Z and Oscar Viewership (2020)
- Melissa Tucker (Chair) Parasocial Relationships Among Film Consumers: Can Film Celebrities Influence Purchase Intentions? (2020)

- Yihan Yu (Committee Member) Social Media Usage in Crisis Communication: A Case Study of Samsung (2020)
- Selin Demir (Chair) A study of the relationship between attorneys and public relations counsel during times of organizational crisis in the 21st century (2019)
- Sharon Uche (Committee Member) Generation Z and Corporate Social Responsibility (2019)

Undergraduate Honors
- Ava Pettigrew, (Advisor) Framing the Future: Public Relations Strategies in Female Presidential Campaigns (2026)
- Katherine Metis, (Advisor) Gendered Dimensions of Health Misinformation: A Study of Disinformation Targeting Women, (2026)
- Runfeng (Franklin) Wang (Reader) Examining Algorithmic Bias Toward Racial Minorities in New Media (2024)
- Christina Kohl (Advisor) Insights into Public Relations: A Magazine Review (2021)
- Sophie Esteph (Reader) Digital Visual Political Communication: Social Media Imagery of the 2020 Presidential Election (2020)
- Kristen Wong (Reader) Brand Activism: The Evolution of the Social and the Responsibility of Business (2020)
- Hannah Allison (Advisor) Non-Profit Public Relations: An Examination of Structure, Protocol, and Best Practices (2019)

Internship Advisor
- Corinne O'Brien Summer 2025
- Sabrina Gao Summer 2023
- PR Graduate Cohort 20 Internships, Spring 2020
- Marissa Perry-Sharpe Fall 2018
- Hannah Allison Summer 2018
- Julia Scaglione Summer 2018
- Allison Gasparini Winter 2018
- Daniela Gentile Summer 2019

Service

Dedicated to fostering inclusive and supportive environments through impactful service in academia and the broader community. Experienced in leading initiatives that promote faculty development, enhance student learning, and support diversity, equity, and inclusion. Actively contribute to committees, mentorship programs, and strategic planning efforts to advance institutional goals and create lasting, positive change. My approach emphasizes empowering others and cultivating a culture of respect, equity, and accessibility.

Service within the University:
- University Leadership Team Committee (ULT), 2022 - present
- Co-Chair Middle States Accreditation: Standard 1 Mission and Goals Working Group, 2024 - present

- Provost Office: Leading with Distinction, 2025 - present
- Provost Office: AI Working Group, 2025 - present
- Provost Office: School/college policy working group, 2024 - present
- Provost Office: LA Wildfire Crisis Response Team, spring 2025
- Provost Office: Microcredentialing Task Force, 2023-2024
- Provost Office: AI at Syracuse Working Group, 2022-2023
- Provost Office: University Search Committee, Vice President for Research, 2022-2023
- Office of Research: Postdoc Awards Review Committee, 2023-2024
- Senior Associate Dean Committee, 2023 - present
- Associate Dean for Research Committee, 2021 - present
- University Assessment: Research Committee, 2021- present
- Office of Sponsored Programs: STEM Research Task Force, 2022-2023
- Creator Economy Working Group, 2024 - present
    - With Martin J. Whitman School of Management

Service within the Newhouse:
- Executive Committee, 2018-present
- Student Employment Working Group, Chair, fall 2024
- AI Taskforce, Chair, 2023 – present
- Newhouse Community Awards Committee, 2022- present
- Doctoral and Media Studies Program Committee, 2021- present
    - Formerly Graduate Program Committee
- Online Undergraduate Exploration Committee, Chair, 2021- 2024
- Ad-hoc Tenure Review Committee, Chair, 2021-2025
- Graduate Program Committee, 2021- 2023
- Faculty Development, lead workshops for Tenure Track faculty 2021-present
- Interim Director, Doctoral Program 2021- 2022
- Online Undergraduate Exploratory committee, Chair, 2021 – 2023
- Cluster Hire Search Committee (2 lines), 2022-2023 and 2023-2024
    - Chair in year 2 for searches
- Interim Graduate Director, Public Relations Program, 2018- 2021
- Faculty Council (elected), 2018- 2021
- Academic Strategy Committee appointed by Interim Associate Dean Dona Hayes & Interim Dean Amy Falkner, Summer 2020
- Professor of Practice/Teaching Professor Review Committee (elected), 2019-2021
- Public Relations Chair Search Committee member, 2018-2019; 2020-2021
- Girl Scout MEdia Journey, Workshop Presenter, April 2019
- Communications@Syracuse
    - Social media consultant
    - Taught during spring 2019 and 2020 emersion sessions
- Admissions Committee, 2018 – 2021
- Faculty Professoriate Program (FPP) - Invited Speaker 2019, Faculty Mentor 2020
- COM 100 Professor

Service within the Public Relations Department:
- Curricular Examination with Prof. D'Angelo, 2024 – 2025
- AI Taskforce, 2023 – present
- Tenure Track PR Professor Search Committee, 2022
- Public Relations Chair Search Committee, 2020
- Public Relations PoP Search Committee member, 2019-2020
- Technology Committee, 2017 - 2020
- Ad-Hoc Committee Public Relations Minor, 2018-2020
- Benchmark Trip to NYC January 2018
- Curricular Development
    - Graduate and undergraduate programs
- Ad-hoc Committee PR Week Submission

Service to the Academy & Profession:
- Arthur W. Page Society, elected, 2025 - present
- IPR Elevate, elected, 2025 - present
- Program Accreditation Site Visit Chair, Franklin Pierce University, spring 2026
- Program Accreditation Site Visit Chair, Columbia University, fall 2024
- ACEJMC Accreditation Site Visit, University of Mississippi, fall 2023
- External Tenure Reviewer, Virginia Commonwealth University, 2025
- External Tenure Reviewer, Arizona State University, 2025
- External Tenure Reviewer, University of Tennessee, 2023
- Alliance for Schools and Colleges of Communication and Journalism (ASCCJ), Research Committee, 2022 - present
- Alliance for Schools and Colleges of Communication and Journalism (ASCCJ), Graduate Program Committee, 2024 - present
- PRSA Technology Committee Member, 2021-2023
- AEJMC Public Relations Division, Mentorship Program 2020 – 2021, 2024 – 2025
- AEJMC Public Relations Division, Social Media Committee 2018-2020
- AEJMC Public Relations Division, Virtual Conference Committee 2020- 2022
- AEJMC Public Relations Division, Teaching Committee 2020 – 2022
- Ad-Hoc Activism in PR: Diversity and Inclusion Teaching Initiatives, AEJMC Public Relations Division, 2020-2021
- Journal of Public Relations Review, reviewer
- Journal of Mass Communication Education, reviewer
- Howard University, External Committee Member, Ph.D. Candidate Ashley Ayers
- Public Relations Society of America, Educators Academy Planning Committee
- Public Relations Society of America, Central New York Chapter
- Public Relations Society of America, Capital Region Chapter

Media Interviews (selected)

- Yahoo! Finance: [Despite growing ad boycott, Facebook is too big for many advertisers to ignore]

- Training Industry: [5 Myths About Generation Z: Managing and Training the Digital Natives](#)
- The Guardian: [Billy Bush's apology tour may set script in a world with a higher bar](#) [for men](#)
- Channel 9 News, Syracuse: ['Ironic:' Social media professor discusses controversy surrounding social media savvy superintendent](#)
- WAMC Northeast Public Radio. (2016, April 29). *The millennial mindset: Unraveling fact from fiction with Regina Luttrell and Karen McGrath* [Radio broadcast]. In *The Roundtable*. https://www.wamc.org/the-roundtable/2016-04-29/the-millennial-mindset-unraveling-fact-from-fiction

Professional Affiliations

- Arthur W. Page Society
- Institute for Public Relations
- LEAD Research Consortium – Kopenhaver Center, University of Florida
- Alliance for Schools and Colleges of Communication and Journalism (ASCCJ)
- National Communication Association
- International Communication Association
- Association for Education in Journalism and Mass Communications
- ACEJMC Accreditation Committee
- Public Relations Society of America (PRSA)

Professional Training & Certifications

- Hootsuite: Social Media Marketing Certified
- PESO Certification: Apply business strategy with a PESO model framework that garners measurable business results
- Google Analytics: Analyze basic Audience, Acquisition, and Behavior reports, and set up goals and campaign tracking
- HubSpot Academy: Social Media Certification
- Trailhead: Earned the following badges - Social Media Marketing & Engagement, Social Studio Basis, Content Publishing, Drucker School - Organizational Change Leadership, and Inclusive Leadership Practices