# JANELLE APPLEQUIST

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## EDUCATION

**Ph.D.** The Pennsylvania State University, 2015
College of Communications
Ph.D. in Mass Communications
Advisors: Matthew P. McAllister & C. Michael Elavsky
Doctorate Dissertation: *A mixed-methods approach toward primetime television direct-to-consumer drug advertising: Pharmaceutical fetishism and the commercial discourse of health care*

**M.A.** The Pennsylvania State University, 2011
College of Communications
M.A. in Media Studies
Master's Thesis: *your doctor about ...gifting and detailing: How the pharmaceutical industry has increased side effects while jeopardizing patient care*

**B.A.** The Pennsylvania State University, 2009
College of Communications
B.A. in Broadcast Journalism, Minor: Psychology

## ACADEMIC APPOINTMENTS

Associate Professor. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida. Tenured and promoted August 2020.

- Undergraduate courses developed and taught independently: Introduction to Advertising (in-person and online versions)
- Graduate courses developed and taught independently: Qualitative Research Methods, M.S. Advertising Proseminar

Assistant Professor, Tenure-Track. The Zimmerman School of Advertising and Mass Communications, Advertising & Public Relations, University of South Florida, August 2015 – June 2020.

**Applequist, J.**, Miller-Day, M., Cronholm, P., Gabbay, R. A., & Bowen, D. S. (2017). "In principle we have agreement, but in practice it is a bit more difficult": Obtaining organizational buy-in to patient-centered medical home transformation. *Qualitative Health Research, 27*(6), 909-922. doi: 10.1177/1049732316680601

**Applequist, J.** (2014). "The part too often left out involves the perspectives of patients": Helping health care providers understand the material reality of the everyday for individuals with eating disorders. *Journal of Medicine and the Person, 12*(3), 118-124. doi: 10.1007/s12682-014-0186-1

**Applequist, J.** (2014). Pinterest, gender reveal parties and the binary: Reducing an impending arrival to "pink" or "blue." *Pennsylvania Communication Annual, 70*(3), 51-65. ISSN: 2372-6350

**Applequist, J.** (2013). Constructions of the patient as consumer in the patient-centered medical home. *Journal of Communications Media Studies, 5*(1), 44-58.

## PUBLISHED CONFERENCE PROCEEDINGS

Ball, J.G., & **Applequist, J.** (2018). *The intermingling of narrative and expository styles within direct-to-consumer prescription drug commercials*. Paper presented at the American Academy of Advertising annual conference. New York, NY: https://aaasite.memberclicks.net/assets/Proceedings/2018f.pdf

Hayes, J., Shan, Y., & **Applequist, J.** (2016). *Brand, interpersonal, and social network trust in viral advertising referral and referral acceptance*. Paper presented at the American Academy of Advertising annual conference. Seattle, WA. http://www.aaasite.org/resources/Documents/AAA_2016FINA.pdf

## BOOK CHAPTERS

Guldin, R. **Applequist, J.,** & Bell, T. R. (2020). Examining depictions of social aggression in early 2000s "Disney is ruining my kid!" A case for cultivation and social learning in tween TV. In C. Bell (Ed.), *Disney Channel tween programming: Essays on shows from* Lizzie McGuire *to* Andi Mack. (pp. 91-110). Jefferson, NC: McFarland & Company, Inc.

**Applequist, J.**, & McAllister, M. P. (2019). "Don't mind me, I'm just a dermatophyte": The use of animation in direct-to-consumer pharmaceutical television advertising. In K. Thompson & M. Cook (Eds.), *Animation and advertising*. (pp. 195-209). United Kingdom: Palgrave Macmillan.

Bell, T., & **Applequist, J.** (2019). Veiled hyper-sexualization: Deciphering “Strong is Beautiful” as collective identity in the WTA’s global ad campaign. In R. J. Lake (Ed.), *The Routledge handbook of tennis: History, culture and p*

- Role: faculty consultant for direct-to

Full Grant Recipient, Principal Investigator (PI). (2016, April). University of South Florida New Researcher Grant, USF Office of Research & Innovation. ($10,000.00).

Full Grant Recipient. (2013). The Don Davis Program in Ethical Leadership, project titled

**Applequist, J.**, & Bell, T.R. (April 2020).
*analysis of NFL corporate social responsibility through advertising.* Presented at the Broadcast Education Association (BEA) annual conference. Sports Division. Las Vegas, NV (conference format adjusted due to COVID-19). ***Top Paper Award, First Place, Debut Category for Broadcast Education Association (BEA).**

**Applequist, J**, & Hintz, E. A. (2019, November). *Information versus influence: An analysis of rewards present in broadcast direct-to-consumer prescription drug advertising*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Baltimore, MD.

Guldin, R., **Applequist, J.,** & Bell, T. R. (November 2019).
*Making a case for cultivation and social learning theories through examining social aggression in 2000s Disney channel series*. Presented at the National Communication Association (NCA) annual conference. Mass Communication Division. Baltimore, MD.

Grove, Linsey, **Applequist, J.**, Ramirez, A., & DeBate, R. (2018, June). *Mental health literacy and masculine stereotypes: Message testing on a large undergraduate male population at a public university*. Presented at the Annual International Social Marketing Conference. Clearwater, Florida.

Sumner, E., Ramirez, A., & **Applequist, J.** (2018, May). *The role of social media network size and subgroups in predicting indicators of subjective well-being*. Presented at the International Communication Association (ICA) annual conference. Communication & Technology division. Prague, Czech Republic.

**Applequist, J.**, & McAllister, M. P. (2018, May). *mind m just a d use of animation in direct-to-consumer p*

Bell, T., & **Applequist, J.** (2017, August). *Veiled hyper-s*

Elavsky, M., **Applequist, J.**, & Morar, D. (2012, March). *Global communication pedagogy as hybridized collaborative engagements*. Presented at the Penn State Symposium for Teaching and Learning with Technology. University Park, PA.

**Applequist, J.** (2010, October). *Direct-to-consumer advertising and health communication research.* Presented at the Union for Democratic Communications annual conference. University Park, PA.

## REFEREED MANUSCRIPTS SELECTED FOR POSTER PRESENTATION AT CONFERENCES

Hayes, J., Golan, G., & **Applequist, J.** (2018, August). *How advertising relevance and brand relationship strength limits disclosure effects of native ads on Twitter*. Presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference. Advertising Division. Poster Session. Washington, D.C.

**Applequist, J.** (2013, March). *Is it a girl or a boy? Gender reveal parties and Pinterest*. Graduate Student Exhibition. Poster Session. The Pennsylvania State University. University Park, PA.

## PANEL PRESENTATIONS AT CONFERENCES

**Applequist, J.** (2019, May). Panel Discussant. *Crossing boundaries, connecting domains: Evolving issues and promising topics in health communication*. Panel presented at the International Communication Association (ICA) annual conference. Health Communication Division. Washington, DC.

**Applequist, J.** (2016, December). Panel Chair and Discussant. *Bodily augmentation regimes*. Panel presented at the Crossroads of Cultural Studies annual international conference. University of Sydney. Sydney, Australia.

**Applequist, J.** (2016, November). Panel Chair and Discussant. *Postdoctoral fellowships and transitioning to faculty.* Panel presented at the National Communication Association (NCA) Health Communication Division preconference titled *Preparing doctoral and early career health communication scholars to answer c civic calling*. Philadelphia, Pennsylvania.

**Applequist, J.** (2016, November). Panel Co-Chair and Discussant. *Integrating teaching, research, and service into a civic calling.* Panel presented at the National Communication Association (NCA) Health Communication Division preconference titled *Preparing doctoral and early career health communication scholars to answer c civic calling*. Philadelphia, Pennsylvania.

**Applequist, J.** (2016, November). Panel Chair. *Mediating politics: Considerations of public policy and social action in TV and punk rock*. Panel presented at the National Communication Association (NCA) annual conference. Philadelphia, PA.

**Applequist, J.** (2016, November). Panel Discussant. *Applied research in health communication: The role of language and message features in health behaviors, beliefs, and compliance*. Panel presented at the National Communication Association (NCA)

Lead Research Partner, USF Health College of Public Health. (2017, September-present).

- Expertise in message testing, marketing theory, and qualitative research methods are contributing to the development of data collection tools and methods to better understand how USF undergraduate males receive social marketing materials related to mental health. Continuing to provide marketing guidance and support for the implementation and evaluation of the social marketing campaign within the MWell project, driven by the Provost of USF.

Faculty Affiliate to USF Health's School of Pharmacy and Pharmacy Plus. (2016-present).

- Working with Pharmacy Manager Mariam Gendi and Pharmacogenics Leader Teresa Vo as clients for my advertising campaign development. Created a graduate-level health communication seminar during the spring 2017 semester with the Pharmacy as our client. Developed SWOT analysis for Pharmacy Plus and began an internship program for students of the Zimmerman School to work with the College of Pharmacy at USF Health for semester-long internships for credit. Designed and launched survey for patient perceptions of pharmacists to provide feedback for Pharmacy Plus.

Creator and Facilitator, Undergraduate Research Team. The Zimmerman School of Advertising & Mass Communications, University of South Florida. (2016-present).

- I established a research group for undergraduate students interested in learning more about research. Through this group, I have brought undergraduate students on to my research projects and trained them personally on: research ethics, research structure, media coding, data collection, data analysis, and the peer-review publication process. Ten undergraduate students total.

Research Team Member. Florida Prevention Research Center, Prevention Research team. Team works in conjunction with USF Health and the USF School of Public Health. (2015).

- Consulted on "Guide to Pretesting and Developing Social Marketing Messages and Materials" for Best Start, a maternity care program aimed at improving pregnancy outcomes with decreased infant morbidity and mortality rates. Roles included the design of more updated, relevant best practices for effective social marketing techniques.
- Consulted on "Fun Bites" project with the Healthy Pinellas County Coalition, which developed formative research guides for use when interviewing parents, stakeholders, and policy makers with the goal of creating a marketing plan and effective messages for promotion health snacks branded as "Fun Bites."

Report Co-

First Place Paper Award in the Debut Category, Broadcast Education Association (BEA) annual conference, Sports Division. For *The "Future of Football": A Narrative Analysis of NFL Corporate Social Responsibility through Advertising* with co-author Travis R. Bell. Las Vegas, NV. (April 2020).

Outstanding Paper Award/Article of the Year.

## GUEST LECTURES

Graduate Level Public Health course titled “Trending Topics in Pharmacoepidemiology and Pharmacoeconomics” taught by Dr. Janice Zgibor & Dr. Skai Schwartz. (2020, April). Lecture on *The Pros and Cons of Direct-to-Consumer Advertising*. The University of South Florida College of Public Health.

Graduate Level Social Media Course taught by Graduate and Associate Director Art Ramirez. (2020, March). Seminar on *Celebrity Advocacy of Health Issues via Social Media*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Graduate Level Social Media Course taught by Graduate and Associate Director Art Ramirez. (2019, October). Seminar on *Health Communication, Direct-to-Consumer Advertising, and Social Media.* The University of South Florida, Zimmerman School of Advertising & Mass Communications.

n d Production Course taught by Ryan Watson, MFA. (2019, January). Lecture on *Professiona Tm 4Attire and Persona Tm 4Branding in Mass Communications*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

n d Production Course taught by Ryan Watson, MFA. (2018, February). Guest lecture given to three sections. Lecture on *Professiona Tm 4Attire and Persona Tm 4Branding in Mass Communications*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

n d Production Course taught by Ryan Watson, MFA. (2017, October). Guest lecture given to three separate course sections. Lecture on *Professiona Tm 4Attire and Persona Tm 4Branding in Mass Communications*. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Graduate Level S0000rategic Communications Course taught by 84.02-r.84.02-broadh Bow7(ori)7(d)-20

Undergraduate, Senior-Level Capstone Advertising Campaigns Course taught by Coby O'Brien. (2017, August). Guest Lecture on Patient Interviewing Techniques for Research and the Patient Journey. Assisted students with their major assignment of interviewing and working with a group of local patients diagnosed with Parkinson's disease. The University of South Florida, Zimmerman School of Advertising & Mass Communications.

Graduate Level Social Media Course taught by Graduate Director and Interim Director Art Ramirez. (2017, January). Seminar on *Health Communication, Direct-to-Consumer Advertising, and Social Media.*

World Media Systems Course. (2014, October). The Pennsylvania State University.

News Writing Course. (2014, July). The Pennsylvania State University.

International Communications Course. (2014, April). The Pennsylvania State University.

International Communications Course. (2013, October). The Pennsylvania State University.

Research Methods in Advertising and Persuasion Course. (2013, September). The Pennsylvania State University.

International Communications Course. (2013, September). The Pennsylvania State University.

Cultural Aspects of the Mass Media Course. (2013, April). The Pennsylvania State University.

International Communications Course. (2013, February). The Pennsylvania State University.

Women, Minorities & the Media Course. (2012, October). The Pennsylvania State University.

World Media Systems Course. (2012, October). The Pennsylvania State University.

International Communications Course. (2012, March). The Pennsylvania State University.

## INVITED ONLINE MODULE DEVELOPMENT

Graduate Level Advanced Social Marketing Principles Course taught by Distinguished USF Health Professor Carol Bryant, Ph.D., M.S. (2015, December).
*Approach to Message and Design Testing (SatMDT) for Designing Impactful Social Health Campaigns: Message Design, Execution, and Analyses.* The University of South Florida, College of Public Health, Community and Family Health.

## SERVICE TO THE GOVERNMENT

Requested expert peer review provided for the Food and Drug Administration (FDA). (2018, November). Research Team in the Office of Prescription Drug Promotion at the FDA requested a review of a proposed social scientific stu

## SERVICE TO THE UNIVERSITY

### University-Level Service

Member, University System Faculty Senate. Council on Faculty Issues. (2020-2023). University of South Florida

- The Council on Faculty Issues advises the Provost and the Senior Vice President for USF Health or their designees on matters that influence the personal and professional welfare of the faculty, to include evaluation of the performance of faculty and administrators.
- The Council is responsible for the following:

  Examining and/or initiating policies and procedures of the University that influence the professional and personal welfare of all faculty of the University. These include, but are not limited to faculty personnel policies, including such matters as: tenure and promotion; sustained performance review; any incentive and excellence programs initiated by the university; any other faculty performance evaluative standard.

  Examining and proposing University policies and programs associated with faculty development.

  Gathering and publicizing information on faculty needs and concerns.

  Developing and implementing procedures for faculty evaluation of administrators' performance.

  Developing procedures for the formation of Peer Review Committees to hear the cases of tenured faculty who have received notice of termination; forming such committees as needed.

Member, University System Faculty Senate. Research Council. (2019-2023). University of South Florida.

- The Research Council (RC) is a standing council of the USF System Faculty Council (SFC) and reports to the SFC and the Senior Vice President for Research & Innovation. The RC is operated and managed by the Faculty Senate of USF Tampa on behalf of the SFC, and the RC reports to that body. Members of the RC Florida

Member, Coordinated Community Response Team (CCRT) in conjunction with the Center for Victim Advocacy. (2020-present). USF President has charged the team with "applying up-to-date research and evidence-based practices related to intervention and prevention of gender-based violence on campus."

Academic Consultant for Health Communication, System-wide University of South Florida Campaign for COVID-19 Prevention. (2020). University Communications & Marketing (UCM) and USF Administrative Offices.

Faculty Interviewee. (2020). Filmed a series of responses to students' FAQs for New Student Orientation. Used for newly admitted students and marketing purposes. University of South Florida.

Faculty Interviewee. (2020). INTO series for graduate students on best practices for research. Disseminated to all INTO students. University of South Florida.

Faculty Consultant, Innovative Education. (2019). Provided discussion of discipline-specific pedagogy, creation of online learning activities, and strategizing of ways to include sound instructional practice into the course design with and for the faculty champion, Dr. Marleah Dean Kruzel. Design of online *Health Communication* course. University of South Florida.

Appointed Member, University of South Florida Contemporary Art Museum Acquisitions Committee. (August 2018-August 2022). One of two College of Arts and Sciences representatives. Service includes committee hearing proposals for art acquisitions for the University, committee then discusses and recommends based on proposed pieces. (2) two-year terms.

Faculty Preceptor for USF College of Public Health graduate student Courtney Henderson. (2018, Fall Semester). Epidemiology course. Responsibilities included mentoring student and overseeing large-scale qualitative research projects with incorporated interviews and focus groups.

Faculty Preceptor for USF College of Public Health graduate student Cristina Burroughs. (2018, Summer). Epidemiology course. ResponsibihC1gaa3[(oc[((2018, 947(nt)7( a)7(nd ov)-20(e)7(rs)-

Research Report Author for the Don Davis Program in Ethical Leadership. (2013, August). Titled *representations of culture: Germany as portrayed commodified ethnocentrism*, Penn State University.

Blog Post Author for the Arthur W. Page Center for Integrity in Public Communication. (2013, August). Titled *Study Examines How Health Care Practices Communicate with Patients*, http://blogs.comm.psu.edu/thepagecenter/?p=423, Penn State University.

Member, Executive Committee for Faculty Needs. (2019-2020). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Website and Social Media Content Co-Editor and Co-Manager. (2019-present). One of two faculty members appointed to manage all content for the School's public website and social media accounts. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Member, Search Committee for Visiting Instructor of Advertising. Zimmerman School of Advertising & Mass Communications. (2020). University of South Florida.

Faculty Evaluator, Southern Association of Colleges and Schools (SACS) Assessment. (2019, December). Provided assessment for undergraduate and graduate levels. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Final Project Creator, M.S. degree in Advertising Analytics. (2019, November). Initiated and developed final applied project assignment and all criteria for the graduate degree. Zimmerman School of Advertising & Mass Communications, University of South Florida.

Invited guest faculty speaker, *Ad Club* at USF. (2019, February). Student organization focused on connecting students (of all majors) with peers, professors, and professionals in advertising to gain experience and advice through creative and strategic approaches. Guest lecture on personal branding via social media/opportunities for advancing your career in advertising. University of South Florida.

Invited guest faculty speaker, *Her Campus* at USF. (2019, February). Online magazine available nationwide, featuring college journalists focusing on women's issues. Includes all majors on campus. Guest lecture on my research and career trajectory/opportunities for young women in advertising. University of South Florida.

Member, Search Committee for Assistant Professor and Visiting Assistant Professor of Advertising Analytics Zimmerman School of Advertising & Mass Communications. (2019). University of South Florida.

Instructor Promotion committee member. (2019, February). Served as primary reviewer for application seeking Instructor III promotion. Reviewed Instructor's promotion binder to give recommendation to interim director and College of Arts and Sciences.

Graduate Committee Member. (2019-2021). Zimmerman School of Advertising & Mass Communications, University of South Florida.

Zimmerman Advertising Agency site visit to aide in the development of the Advertising Research and Advertising Analytics courses for proposed M.S. degree in Advertising. Fort Lauderdale, FL. (2016).

Creator and Facilitator, Undergraduate Research Team. (2016, June-present). The Zimmerman School of Advertising & Mass Communications, University of South

## SERVICE TO THE PROFESSION

### Offices Held Associated with Professional Organizations

Preconference Major Planning Committee Member, the National Communication Association (NCA) Health Communication Division. (January-November 2016). Preconference held in Philadelphia, Pennsylvania (2016).

Committee Member of the National Communication Association (NCA) Academics and Instruction Committee. (2016-2017). Task force designed to incorporate TED talks into the classroom and annual national conference. Sponsored by the NCA President.
Committee Member. Graduate Student Liaison Committee. (2014-2015). Association for Education in Journalism and Mass Communication (AEJMC). Public Relations Division.

### Active Membership in the Following Organizations:

Broadcast Education Association (2020-present).
American Advertising Federation, Tampa Bay Chapter (2019-present).
National Communication Association (2012-present).
International Communication Association (2015-present).
American Academy of Advertising (2015-present).
Association for Education in Journalism and Mass Communication (AEJMC) (2012-present).
Cultural Studies Association of Australasia (2012-present).

### Manuscript Reviewer for the Following Peer-Reviewed Journals:

*Journal of Advertising* (special issue on digital engagement) (2017, June).
*Health Communication* (2018, November; 2016, August).
*Journal of Health Communication* (2015, December).
*Health Affairs* (2015, September).
*New Media Studies* (2015, September).
*Communication, Culture & Critique* (2012, October ; 2013, July).

### Annual Manuscript Reviewer for the Following Peer-Reviewed Professional Conferences:

National Communication Association (NCA) (2014-present).
American Academy of Advertising (AAA) (2015-present).

## Professional Development

Online Instructor Certification. (2020-2021). The four week course includes strategies for planning instructor presence, active learning approaches for online presentations, assessment/feedback planning, and more. University of South Florida.

Designing Your Online Course (DYOC) for ADV 3008 (Introduction to Advertising). Summer 2020. Guides faculty through the process of developing a student-centered online course, with strategies for both synchronous and asynchronous delivery. It includes customizable templates, best practices for quality design, active learning strategies, tips for content development, faculty examples, and technology considerations. The DYOC prepares faculty to meet the standards in the USF Quality Online Readiness Checklist. University of South Florida.

Member, American Advertising Federation. National and Tampa Bay chapters. (2019-present).

University Research Presentation. (2019, March). University of Oregon. School of Journalism and Communication Research Presentation Series. Presentation: Guldin, R., Applequist, J., & Bell, T. R. *A case for cultivation and social learning in tween TV*. Eugene, OR.

Attended 2-day workshop/training seminar on digital marketing. Tampa, Florida. (2018, December).

NVivo Certification. (2018, July). Qualitative data analysis computer software for the organization, analysis, and insight of large amounts of qualitative data for research. Fundamentals of NVivo Course.

USF Health HIPPA Privacy training completion. (2018, May).

USF Health Core Professional Training & Integrity Compliance training module series completion. (2018, May).

Hootsuite Academy. Training and industry-recognized certification in social marketing. Listed in Hootsuite certified professionals directory. (2018, April).
Attended Dale Carnegie Communications/Professional Development training session. Tampa Bay, Florida.

members?fbclid=IwAR2UfAdDK1Qj3txTQPYGuMKmyzGJpL7mdlfLwIbWbJzjF96uwqmdp50uJ3A

*Buck, P. (2019, September 18). Think this brain condition only impacts NFL players? Think again. Retrieved from https://www.wtsp.com/article/news/health/cte-nfl-media-coverage-veterans-domestic-violence-usf/67-937d9142-