


ERIN LOONEY

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EDUCATION

MASTER OF ARTS / COMMUNICATION / University of South Alabama / 2011

BACHELOR OF ARTS / RADIO/TV/FILM / University of South Alabama / 2009

DOCTOR OF PHILOSOPHY (ABD) / COMMUNICATION/SPORT MANAGEMENT / Florida State University

EXPERIENCE

PUBLIC OUTREACH COORDINATOR / August 2017 to present

UDC David A. Clarke School of Law, *Washington, DC*

ADJUNCT PROFESSOR OF COMMUNICATION (online) / August 2016 to present

Valencia College, *Orlando, FL*

ACADEMIC COACH (online) / August 2016 to present

Instructional Connections - Arkansas State University, *Dallas, TX*

DIRECTOR OF COMMUNICATIONS / July 2016 to August 2017

Christ Church Parish/Independent Contractor, *Pensacola, FL*

ADJUNCT INSTRUCTOR / October 2015 to May 2016

Everglades University, *Orlando, FL*

LEAD INSTRUCTOR/TEACHING ASSISTANT / August 2012 to August 2015

Florida State University, *Tallahassee, FL*

FACULTY MEMBER/STUDENT ACTIVITY DIRECTOR / August 2011 to August 2012

Auburn University at Montgomery, *Montgomery, AL* *One-year appointment*

ADJUNCT INSTRUCTOR / June 2011 to August 2011

Faulkner State Community College, *Bay Minette, AL*

TEACHING ASSISTANT/STUDENT ACTIVITY DIRECTOR / August 2009 to August 2011

University of South Alabama, *Mobile, AL*

EXECUTIVE PRODUCER / August 2009 to August 2010

JAG-TV, University of South Alabama, *Mobile, AL*

MUSIC DIRECTOR/MIDDAY HOST/REPORTER / March 2004 to March 2006

WABB FM/WABB AM, *Mobile, AL*

REPORTER/ON AIR TALENT/PRODUCTION ASSISTANT / December 1999 to March 2004

Cumulus Broadcasting, *Mobile, AL/Pensacola, FL/Fort Walton Beach, FL*

COURSES TAUGHT

SPEECH/PUBLIC SPEAKING/FOUNDATIONS OF ORAL COMMUNICATION

INTERPERSONAL COMMUNICATION

MEDIA TECHNIQUES

SPORT IN SOCIETY

MEDIA, SPORTS, AND SOCIETY

WRITING FOR MEDIA

MEDIA, CULTURE, AND THE ENVIRONMENT

ORGANIZATIONAL LEADERSHIP AND MANAGEMENT IN SPORT

SPORT MARKETING

BROADCAST JOURNALISM

ARGUMENTATION

MEDIA ETHICS

PROFESSIONAL SKILLS

| | |
|-------------------------------|---|
| Teaching/Training | <ul style="list-style-type: none"> » Created and adapted instructional materials tailored to online, hybrid and on-ground course formats » Planned and deployed course packages in various learning management systems including Blackboard Learn, eCollege, Sakai, Moodle, Edmodo and Canvas » Taught college students in several communication, media and sport courses, emphasizing social and political engagement as vital elements of citizenship and professionalism » Maximized student learning and related critical thinking skills to various student goals and multiple learning styles » Evaluated student performance through fair and consistent methods to enable student success, e.g., speeches, presentations, exams, papers, discussions and other work |
| Research | <ul style="list-style-type: none"> » Piloted projects using social media analytics software, including DiscoverText and Linkdex » Deployed and analyzed Qualtrics-based survey research, using SPSS software for data analysis » Conducted field interviews and analyzed data for themes » Demonstrated commitment to university research through conference and publication submissions » Reviewed submissions for acceptance to academic conferences » Served as panel respondent or chairperson for academic conference presentations Maintained memberships in research organizations and committees |
| Media/Public Relations | <ul style="list-style-type: none"> » Successfully pitched opinion pieces to local, regional and national print and web publications, including The Washington Post and The Hill (Harris 10/17, Cox Alomar 3/19) » Hosted and served as contact point for local and national broadcast outlets (including VICE News and the Canadian Broadcasting Corporation) during interviews with in-house experts and events » Evaluated and assisted university in redesigning aspects of public outreach functions at historic social justice law school, including developing media relationships, establishing work flow, designing crisis communication plan, rebranding institution, maximizing social media efforts, designing modern aesthetic and planning targeted advertising campaigns » Wrote and distributed news releases and media advisories to gain earned media » Served as media relations and production officer for Museum of Mobile in developing five-year public relations plan |
| Journalism/Broadcast | <ul style="list-style-type: none"> » Researched, wrote, produced, and delivered stories for radio, television, print and web » Planned and executed local radio show focused on station promotions and community relations for several dayparts in multiple formats, improving Top-40 midday show to number one in the market » Programmed weekly program, developed shooting schedules, assigned reporters and technical crew and oversaw production » Wrote, voiced, tagged, produced and/or dubbed commercial spots and PSAs for radio and television » Performed voiceover, reporting and announcing work in various iterations, including freelance voiceover work, national and international correspondent spots and guest appearances » Conducted live and pre-recorded television and radio interviews with guests » Stimulated interest in local music and community affairs through airplay, interviews, shows and internal staff education |
| Marketing/Social Media | <ul style="list-style-type: none"> » Developed brand standards for youth sports, student groups, law school, television show and church » Built social media presence and managed content (Instagram, Facebook, Twitter, LinkedIn, YouTube) » Updated websites using WordPress, GoDaddy, Blogger and industry-specific content management systems » Executed email campaigns using Mailchimp, Constant Contact, iContact and Action Network » Designed promotional materials (print and web) using Adobe Creative Suite applications » Photographed events for use in social media, website and print materials; edited photographs » Collaborated with a variety of constituents to develop and apply public relations strategies for events » Measured, analyzed and adapted social media and website messaging using native analytics, Google Analytics, Hootsuite and Iconosquare » Designed and placed advertisements in print and web outlets |
| Management | <ul style="list-style-type: none"> » Managed from 2 to 35 employees or volunteers in retail, media (radio/TV) and public relations settings » Recruited, selected and trained direct reports Designed communications program focused on internal and external strategies » Authored and enforced internal standards and training materials » Spearheaded development of student programs with functions in community outreach, promotions, marketing, public relations, fundraising, broadcast and game day operations » Directed administrative, developmental, disciplinary and counseling roles to maintain standards |

TECHNICAL
SKILLS

| | | | |
|-------------------|--|---------------|--|
| MICROSOFT OFFICE | | BLACKBOARD | |
| ADOBE ILLUSTRATOR | | CANVAS | |
| ADOBE PHOTOSHOP | | ECOLLEGE | |
| ADOBE INDESIGN | | MAILCHIMP | |
| ADOBE PREMIERE | | FINAL CUT PRO | |
| ADOBE AUDITION | | BLOGGER | |
| OTHER ADOBE APPS | | WORDPRESS | |
| CONSTANT CONTACT | | SOCIAL MEDIA | |
| HOOTSUITE | | AP STYLE | |
| BRANDING | | WRITING | |
| GOOGLE ANALYTICS | | ICONOSQUARE | |

PAPERS &
PRESENTATIONS

- Looney, E.C.J. (2010). **Lovable losers, curses, and the rhetoric of Wrigley Field**
Presented at Southern States Communication Association Conference (Popular Communication Division), Apr. 2011, *Little Rock, AR*
- Looney, E.C.J. (2010). **Cheering, jeering, and showing your sign: The First Amendment and fans' rights to wave banners at sporting events**
Presented at University of South Alabama Department of Communication Spring Colloquium, Mar. 2011, *Mobile, AL* (Outstanding Scholarly Paper Award)
Presented at Southern States Communication Association Conference (Freedom of Speech Division), Apr. 2011, *Little Rock, AR*
- Looney, E.C.J. (2010). **Say it this way: Learning proper citation and outline format from pre-written speeches**
Presented at G.I.F.T.S. Division of Southern States Communication Association Conference, Apr. 2011, *Little Rock, AR*
- Looney, E.C.J. (2011). **Toyota, nostalgia, and selling out: Does Wrigley Field's new resident change the neighborhood?**
Presented at Alabama Communication Association inaugural conference, Jul. 2011, *Montgomery, AL* (Top Paper Honors)
- Looney, E.C.J. (2012). **By invitation only: Fandom, public memory, and the Masters at Augusta**
Presented at Auburn University at Montgomery Liberal Arts Conference as part of panel titled *On the links, the diamond, and the gridiron: Identity construction and the social impact of sports in southern culture*, Feb. 2012, *Montgomery, AL*
- Looney, E.C.J. (2012). **Authenticity and altercations: Fighting words in baseball fights**
Presented as part of panel titled Getting f\$%#ing serious about profanity (Popular Communication Division), 2012 Southern States Communication Association Conference, Apr. 2012, *San Antonio, TX*
- Looney, E.C.J. (2012). **Globalization through communication technology: Presentation activity designed for Introduction to Human Communication Course**
Presented in G.I.F.T.S. Division of 2012 Southern States Communication Association, Apr. 2012, *San Antonio, TX*
- Looney, E.C.J. (2012). **From Starbucks to a street car floor: How did I get here from there? Understanding the stages of an interpersonal relationship**
Presented at Alabama Communication Association Conference, Jul. 2012, *Mobile, AL*
- Looney, E.C.J. (2012). **Celebrity, sports, and hot chicks: the curious case of Erin Andrews**
Presented at 2013 Southern States Communication Association Convention as part of panel titled *Blondes, balls, baldies, and playing coctor: Exploring relationships between current television stereotypes and social norms* (Popular Communication Division), Apr. 2013, *Louisville, KY*
- Looney, E.C.J., Looney, M.M. (2013). **Has the World Baseball Classic Created a Monster?: An analysis of the promotion of national pride through social media responses to television coverage of the 2013 World Baseball Classic**
Presented at Florida Communication Association Conference, Oct. 2013, *Orlando, FL* (Top Paper Honors)

**PAPERS &
PRESENTATIONS**
(contd.)

- Lee, Y.S., Looney, E.C.J. (2013). **A study on sports online community use and parent-brand loyalty: South Korea pro-baseball cases using theory of reasoned action (TRA)**
Presented at Florida Communication Association Conference, Oct. 2013, *Orlando, FL*
- Looney, E.C.J. (2013). **Marry one? Sleep with one? Kill one?: Professional and personal discourse of female athletes through Twitter**
- Looney, E.C.J. (2013). **Foucault, trainers, and cyborgs: An autoethnography focusing on personal training as a site for Foucauldian body concepts**
Presented at 2015 Southern States Communication Association Convention, Apr. 2015, *Tampa, FL*
- Looney, E.C.J. (2013). **"Wanted: Athletic woman who knows sports...but not too much": understanding female sports fandom through gender performance, self-surveillance, and negotiations of female athletic identity**
Served as exploratory study/background for dissertation project
- Looney, E.C.J., Looney, M.M. (2013). **"I just want to put Tim Lincecum in a dress and take him to prom": the role of humor in San Francisco Giants fan interpellation**
Presented at 2014 Southern States Communication Association Convention as part of panel titled *Humor, identity, recruitment and Twitter: Exploring sport fandom and emotion*, Apr. 2014, *New Orleans, LA*
- Looney, E.C.J. (2013). **"Ph*\$\$ the Phillies!": the role of profanity in CORFing**
Presented at 2014 Southern States Communication Association Convention as part of panel titled *And now for something completely f#@\$\$*!@ different: Profanity and context*, Apr. 2014, *New Orleans, LA*
- Looney, E.C.J. (2013). **"Eat a Salad and Take a Walk": Chris Christie and the Role of Obesity Discourse in a Presidential Race**
Presented at 2014 Southern States Communication Association Convention as part of a panel titled *"Yo' mama's so fat...but she sure is happy, healthy, and successful:" Using popular culture as a site for a reconstructing the acceptable discrimination against obesity*, Apr. 2014, *New Orleans, LA*
- Looney, E.C.J., Looney, M.M.A. (2013). **Deconstructing "The Butt Slide:" Examining the role of humor in professional athlete identity construction through television programs featuring 'bloopers'**
- Looney, E.C.J. (2013). **Superstition, adrenaline, and geography: Identity negotiation through the use of "walk-up" songs in baseball**
- Anderson, L.C., Looney, E.C.J. (2014). **Antitrust Exemptions, Football, and an (anti)Competitive Marketplace: An Analysis of the Future of the Relationship Between NFL Sunday Ticket and DirecTV**
Presented at Association for Education in Journalism and Mass Communication Conference, Aug. 2014, *Montreal, QC*
- Kim, M.J., Looney, E.C.J., Newman, J.I. (2014). **"Beating the Boss": A comparison of sociocultural implications of Company Community Sport (CCS) as a key to work-leisure conflict**
Presented at World Leisure Congress, Sept. 2014, *Mobile, AL*
- Looney, E.C.J., Montez, D. (2014). **"Who are you calling a homo?": A rhetorical analysis of race, homosexuality, and the NBA through Twitter responses to game performances**
- Looney, E.C.J. (2014). **"She's never thrown a softball in her life": An autoethnography of gendered trends in youth sports through Major League Baseball's Pitch, Hit & Run program**
Presented at Florida Communication Association Conference, Oct. 2014, *Orlando, FL*
- Looney, E.C.J. (2015). **Home of the Braves?: Environmental justice, community, and the moving of a franchise**

HONORS & AWARDS

Top Paper—Has the World Baseball Classic Created a Monster?: An analysis of the promotion of national pride through social media responses to television coverage of the 2013 World Baseball Classic—Florida Communication Association (2013)

Bickel Scholarship recipient—Florida State University (2013)

Thesis of the Year nominee—Conference of Southern Graduate Schools by University of South Alabama Graduate School (2013)

Exceptional Graduate Teaching Assistant—USA Department of Communication (2010 - 2011)

Outstanding Scholarly Paper Award—Cheering, jeering, and showing your sign: The First Amendment and fans' rights to wave banners at sporting events—USA Department of Communication (2010 - 2011)

Top Paper—Toyota, nostalgia, and selling out: Does Wrigley Field's new resident change the neighborhood?—Alabama Communication Association inaugural conference (2011)

Exceptional radio host (fan vote)—Lagniappe Mobile (2005)

Arbitron #1 ranked Midday Show (2004 - 2005)

COMMUNITY INVOLVEMENT

Judge (2019)
National Press Club Scholarship Contest

Member (2018 - present)
National Press Club

Volunteer (2018 - 2019)
Events Committee, Van Ness Main Street

Volunteer (2018)
Martha's Table

Tournament Operations (2015 - 2017)
Honor Your Vet Golf Tournament—Veterans of Foreign Wars

Marketing Consultant (2016 - 2017)
Lee Street Feeding Project

Guest Services (2014, 2016 - 2017)
Relay for Life—American Cancer Society

Communications Director (2014, 2016)
MLB Pitch, Hit & Run

Reviewer (2013)
Southern States Communication Association (SSCA) Undergraduate Honors Conference

Secretary (2014)
Popular Communication Division (SSCA)

Private Tutor (Freelance) (2013 - 2016)
Los Angeles Dodgers and Atlanta Braves

Voiceover Artist (2011)
Ninth Annual Nappie Awards Ceremony

Judge (2011)
USA High School Public Speaking Contest

Voiceover Artist (Freelance) (2006 - 2011)
Soundworks

Camp Operations (2011)
USA Youth Basketball and Baseball Camps

Media Relations Officer (2010)
Museum of Mobile Public Relations Team

Vice President (2010 - 2011)
Communication Graduate Student Association

Member (2009 - 2010)
USA Department of Communication Curriculum Committee

Member (2009 - 2010)
USA Department of Communication Diversity Committee

Guest Correspondent (2005)
BBC Weather (Television/Radio)—Hurricane Katrina

Guest Correspondent (2005)
KRAV Radio Tulsa—Hurricane Katrina

Celebrity Judge (2005)
Gulf Coast Idol

Guest Emcee (2001 - 2002)
Pensacola Ice Pilots