

Curriculum Vitae



Education

University of Florida

Ph.D. Mass Communication, emphasis in Advertising, 2014

Dissertation: *I can explain...it's something about the way you look tonight:*

Using advertising visuals to transfer and manipulate brand personality

Adviser: Dr. J. Robyn Goodman

University of Kansas

M.S. Journalism, emphasis in Strategic Communication, 2010 (honors)

Thesis: *A brand news world: Examining brand personality in top-circulating U.S. newspapers*

Adviser: Michael Williams

Abilene Christian University

B.S. Integrated Marketing Communication, minor Graphic Design, 2005 (summa cum laude)



Teaching

Teaching Experience

- Associate Professor, Fall 2020 – present
Integrated Strategic Communication Department, University of Kentucky
- Assistant Professor, Fall 2014 – Spring 2020
Integrated Strategic Communication Department, University of Kentucky
- Graduate Assistant, Summer 2012 – Spring 2014
College of Journalism and Communications, University of Florida
- Adjunct Professor, Spring 2011
Journalism and Mass Communication Department, Abilene Christian University
- Graduate Assistant, 2008 – 2010
School of Journalism, University of Kansas
- Lab Instructor, 2004 – 2005
Journalism and Mass Communication Department, Abilene Christian University

Courses Taught

University of Kentucky, Integrated Strategic Communication Department

Introduction to Strategic Visual Communication, ISC 100 (undergraduate / CORE)
Advanced Strategic Visual Communication, ISC 339 (undergraduate)
Creative Strategic Communication ISC 331 (undergraduate)
Advanced Creative Strategic Communication, ISC 431 (undergraduate)
Direct Response Message Strategies, ISC 461 (undergraduate)
ISC Campaigns – NSAC Team, ISC 491 (undergraduate)
NSAC Advanced Research, ISC 497 (undergraduate)

University of Florida, College of Journalism and Communications

Copy & Visualization, ADV 4101 (undergraduate), Instructor
Intro to Advertising Design & Graphics, ADV 3203 (undergraduate), Instructor
Mobile Advertising Apps, ADV 4930 (undergraduate), Instructor

Abilene Christian University, Journalism and Mass Communication

Visual Media, JMC 201 (undergraduate), Instructor
Interactive Media, JMC 310 (undergraduate), Instructor
Publication Design, JMC 342 (undergraduate), Instructor

University of Kansas, School of Journalism

Visual Communication, J 310 (undergraduate), Teaching Assistant
Research & Writing, J 301 (undergraduate), Lab Instructor
Financial Basics for Communicators, J 574 (graduate), Teaching & Research Assistant

Abilene Christian University, Journalism and Mass Communication

Publication Design, JMC 342 (undergraduate), Lab Instructor

Teaching Awards

Distinguished Teaching Award, 2024 (nominated, awaiting results)

AEJMC, Advertising Division

A colleague nominated me for the Distinguished Career Teaching Award sponsored by the Advertising Division of the AEJMC. This award recognizes full-time faculty members with at least seven years of teaching experience and is designed to reward individual excellence in undergraduate teaching over a sustained period of time.

Faculty Teaching Excellence Award, 2023-2024

College of Communication & Information, CI College Excellence Awards

The CI College Excellence Awards recognizes excellence, outstanding service and accomplishments. I was awarded the 2023-2024 Faculty Teaching Excellence Award.

Early Career Teaching Award, 2017

AEJMC, Advertising Division

This award recognizes professors who demonstrate excellence in undergraduate teaching and are full-time faculty members in their second to seventh year of service.

Faculty of the Semester Award, Fall 2017
Chi Omega Sorority, University of Kentucky

I was chosen by the women of the University of Kentucky's Chi Omega sorority chapter as their Faculty Member of the Semester.

Graduate Teaching Award, 2013-2014
University of Florida

One of 20 graduate students to win a university-wide teaching award given by the Graduate School to recognize "the best, brightest and most industrious of the University of Florida's graduate teaching assistants for their work as instructors in the classroom and laboratory."

Outstanding Graduate Student Teaching Award, 2013-2014
School of Journalism & Communications, University of Florida

Selected by faculty for the Outstanding Graduate Student Teaching award from among all the master's and doctoral students in the School of Journalism & Communication at the University of Florida.

Student Awards

National Student Advertising Competition (NSAC)
American Advertising Federation (AAF)

During the Spring semester, I often teach a special, NSAC section of the ISC Department's capstone class (ISC 491). The NSAC is a national college advertising competition where students create an integrated strategic communication campaign for a national, corporate client. Students develop a comprehensive, multi-modal ISC plan then pitch their work to advertising professionals at the district, semi-final and national levels.

- *2024 NSAC (Tide), 15th Place Nationally*
Out of 103 teams, my 14-student team won 1st place at the district level (District 5) and advanced to the semi-finals where they placed **15th in the nation.**
- *2023 NSAC (Indeed), 9th Place Nationally*
Out of 97 teams, my 13-student team won 1st place at the district level (District 5) and advanced to the semi-finals where they placed **9th in the nation.**
- *2022 NSAC (Meta Quest), 4th Place Nationally*
Out of more than 107 teams, my 14-student team won 1st place at the district level (District 5) and placed in the top 8 at semi-finals, moving on to compete at nationals where they placed **4th in the nation.** The team also won the national **Best Research Award** (sponsored by AdMall by SalesFuel), which is given to the team that demonstrates the best marketing research in their NSAC presentation and plans book.
- *2021 NSAC (Tinder), 5th Place Nationally*
Out of more than 95 teams, my 15-student team won 1st place at the district level (District 5) and placed in the top 8 at semi-finals, moving on to compete at nationals where they placed **5th in the nation.** The team also won the national **Best Research Award** (sponsored by AdMall by SalesFuel), which is given to the team that demonstrates the best marketing research in their NSAC presentation and plans book.
- *2019 NSAC (Wienerschnitzel), 10th Place Nationally*
Out of more than 125 teams across the US, my 11-student team won 1st place at the district level (District 5) and advanced to the semi-finals where they placed **10th in the nation.**

- *2017 NSAC (Tai Pei), 7th Place Nationally*
Out of more than 160 teams, my 13-student team advanced through the district (District 5) and semi-final levels to compete at nationals where they placed **7th in the nation**. The team also won the national **Best Plansbook Award** (sponsored by Simmons Research).
- *2016 NSAC (Snapple), 13th Place Nationally*
Out of more than 150 teams across the US, my 16-student team won 1st place at the district level (District 5) and advanced to the semi-finals where they placed **13th in the nation**.

AEJMC Conference Logo Competition

Association for Education in Journalism and Mass Communication (AEJMC)

Visual Communication Division

Each year, students enter logos they design in my Advanced Strategic Visual Communication course (ISC 339 / ISC 497) at UK. A panel of Visual Communication Division members chooses the winning logo. In addition to receiving a monetary prize, the winner's logo is used on all the conference promotional materials and collateral. In the 10 years my students have entered this contest, six have placed 1st, 17 have placed in the top three, and at least one has placed each year.

- *2025 AEJMC Conference Logo Competition, 2024*
2nd place – Abby Brady
3rd place – Kaylee Hadley
- *2024 AEJMC Conference Logo Competition, 2023*
1st place – Grace (Taylor) Bandy
- *2023 AEJMC Conference Logo Competition, 2022*
1st place – Addison Cave
3rd place – Emme Schumacher
- *2022 AEJMC Conference Logo Competition, 2021*
2nd place – Gabriela Antenore
- *2021 AEJMC Conference Logo Competition, 2020*
1st place – Justin Alacala
2nd place – Sydney Oats
- *2020 AEJMC Conference Logo Competition, 2019*
1st place – Leah Behling
3rd place (three-way tie) – Breanne Everett, Kaylee Hoelscher, Claire Monkman
- *2019 AEJMC Conference Logo Competition, 2018*
3rd place – Reni Coulson
- *2018 AEJMC Conference Logo Competition, 2017*
1st place – Paige Heidorf
2nd place – Jonathan Herrera
3rd place – Alexi Mojsejenko
- *2017 AEJMC Conference Logo Competition, 2016*
1st place – Peter Smith
2nd place – Stephanie Sherman
- *2016 AEJMC Conference Logo Competition, 2015*
2nd place – Kelsey Brosseau

American Advertising Awards (ADDY Awards)

Lexington Ad Club / American Advertising Federation (AAF)

Each year, UK students enter work in local American Advertising Awards (ADDYs). Since I began working at UK, the number of student entries in the local club has increased. Each year, I encourage students to enter work they created in my ISC 331, ISC 431, ISC 339 and/or ISC 491 (NSAC) courses. During my time at UK, **58 of my students** have won a total of **56 awards**. For example:

- *2024 ADDY Awards*
A student in my ISC 339 course won a **silver ADDY** for her Candy Package project, and my NSAC team won a **silver ADDY** for their Indeed Campaign.
- *2023 ADDY Awards*
Two students in my ISC 339 course won ADDYs (one **gold** and one **silver**) for their Candy Package projects, and a team of students in my ISC 431 course won a **silver ADDY** for a multicultural brand campaign project.
- *2022 ADDY Awards*
A student in my ISC 339 course won a **gold ADDY** for her Brand Identity project, another student in my ISC 339 course won a **silver ADDY** for her Book Cover project, and my NSAC team won **two silver ADDYs** for their Tinder Campaign.
- *2021 ADDY Awards*
A team of students in my ISC 431 course won a **gold ADDY** and the **inaugural Mosaic Award** for a multicultural brand campaign project, and a student in my ISC 339 course won a **silver ADDY** for her Candy Package project.

Service-Learning Projects

The UK Office of Engagement website defines Service-Learning as "a form of teaching that deliberately engages the campus with the community to meet a specific need for the community and supports continued learning for the students."

Whenever possible, I try to include service-learning projects with non-profits or small businesses in my courses. These experiences allow my students to work with a real-world client while making a meaningful contribution in their community or beyond. During these projects, students meet with the client (in person) to determine their needs, conduct research, create ISC campaigns and present their final campaigns (in person) to the client.

I have incorporated service-learning projects into my ISC 431 course each semester since I began teaching it in Fall 2014. In the past 10 years, I have been honored to partner with **14 different clients**. Most recently, my ISC 431 students and I have partnered with:

- *The Louisville Ballet, Spring 2024*
- *Savoy Tea Company (a locally owned, small business), Spring 2023*
- *Ronald McDonald House Charities (RMHC) of the Bluegrass, Spring 2022 + Fall 2021*
- *Kentucky Public Health Association (KPHA), ISC 431, Spring 2021*
- *The College of Communication and Information (CI), Fall 2020*

Classroom Tools

Brand Who?®

www.adriane-grumbein.com/brandwho

Based on academic research, I created and designed a classroom tool to help students (or clients) understand the concept of brand personality. This hands-on, pseudo card game allows participants to determine a brand's personality and visualize the implications for future branding/advertising campaigns. Professors and practitioners can learn more about Brand Who?® and download the tool for free at www.adriane-grumbein.com/brandwho.



Advising

NSAC Team, Faculty Advisor

University of Kentucky, 2016-present

I served as the faculty advisor for the University of Kentucky's National Student Advertising Competition (NSAC) team in 2016 (13th in nation), 2017 (7th in nation), 2019 (10th in the nation), 2021 (5th in nation), 2022 (4th in nation), 2023 (9th in nation) and 2024 (15th in the nation). For more details, please refer to the *Student Awards* section above.

Ad Club, Faculty Advisor

University of Kentucky, 2015-present

As the faculty advisor for the UK Ad Club (a student chapter of the national American Advertising Federation (AAF) organization), I work closely with students on club matters, including meetings, speakers, field trips, etc. I also manage the funds for the club and ensure chapter paperwork is in order for both UK and AAF.

Undergraduate Advising

University of Kentucky, 2015-present

I advise my assigned undergraduates on potential course, internship, portfolios, etc. I also served as a mentor for these students, discussing school, career and personal issues.

Graduate Advising

University of Kentucky, 2018-present

- **Cailey Bingham, Master's Student, Communication**
Qualifying Exam Chair, Spring 2025
- **Madison Cicchinelli, Master's Student, Communication**
Qualifying Exam Chair, Fall 2024
- Anne Amegbeha, Ph.D. Student, Communication
Dissertation Committee Member, 2023-present
- Kayla Gales, Master's Student, Communication
Qualifying Exam Committee Member, Spring 2024
- **Dani Jaffe, Master's, Communication**
Qualifying Exam Chair, Fall 2023
- **Elizabeth Abel, Master's, Communication**
Qualifying Exam Chair, Spring 2023

- **Emily Fay, Master's, Communication Qualifying Exam Chair, Spring 2023**
- Ansley George, Master's, Communication Qualifying Exam Committee Member, Spring 2023
- Annie Gillenwater, Master's, Communication Qualifying Exam Committee Member, Fall 2022
- Chaney Willett, Master's, Communication Qualifying Exam Committee Member, Spring 2021
- Elizabeth Spencer, Ph.D., Communication Dissertation Committee Member, 2018-2020
- Mariam Said, Master's, Communication Qualifying Exam Committee Member, Spring 2019
- **Elizabeth Langlois, Master's, Communication Thesis Co-Chair, Spring 2019**

Undergraduate Research Fellows

University of Kentucky, 2022-present

- **Lindsey Brinkley, Iowa Immigrant Project Advisor, Summer 2024**
- **Emme Schumacher, Ronald McDonald House Charities of the Bluegrass Project Advisor, Fall 2022**

Gaines Fellowship Thesis

University of Kentucky, 2023-present

- Daniela Rodriguez Soto, Mental Health in Costa Rican Adults (photovoice) Committee Member, 2023 – 2025



Research

Journal Articles

Parker, K.A., Geegan, S.A., Pfeiffer, S.N., George, A., Jaffe, D.E., **Grumbein, A.**, Scheuer, S., & Brown, A. (2024). Engaging a New Generation of Donors: A Relationship Management Theory Approach to Communication Between Nonprofits and Millennials. *Journal of Philanthropy and Marketing*, 29(1). <http://doi.org/10.1002/nvsm.1816>

Occa A., Francis D. B., **Grumbein A.**, & Stahl H. M. (2022). Improving African Americans' Intentions to Enroll in a Health Registry: Message Development and Evaluation. *Health Communication*, 1-10. <https://doi.org/10.1080/10410236.2022.2124061>

Grumbein, A. (2018). Why do I teach advertising? *Journal of Advertising Education*, 22(1), 57-60.

Hunting, K., **Grumbein, A.** & Cahill, M. (2018). Watch and learn: Gendered discrepancies in educational messages on television channels targeted at boys vs. girls. *Mass Communication and Society*, 21(1), 115-141.

Grumbein, A. & Goodman, J.R. (2015). Pretty as a website: Examining aesthetics on nonsurgical cosmetic procedure websites. *Visual Communication Journal*, 14(4), 485-523.

Grumbein, A. (2013). Brand Who? Teaching students the value of brand personality. *Journal of Advertising Education*, 17(2), 43-50.

Book Chapters & Content

Grumbein, A. (2022). What Would You Do Exercise: What's mine is mine. Is what's ours mine too? In T. Alstiel, J. Grow, D. Augustine & J.L. Jenkin, *Advertising Creative: Strategy, Copy & Design (6e)* (p. 335). Thousand Oaks, CA: Sage Publishing.

Grumbein, A. & ISC 431 Students [Grace Barnes, Wyatt Lefever, Kyle Grass & Justin Alcalá] (2022). Dove Men + Care Campaign. In T. Alstiel, J. Grow, D. Augustine & J.L. Jenkin, *Advertising Creative: Strategy, Copy & Design (6e)* (p. 322). Thousand Oaks, CA: Sage Publishing.

Grumbein, A. & ISC 431 Students [Peyton Fike, Maggie Smith & Addison Cave] (2022). Ulta Beauty Campaign. In T. Alstiel, J. Grow, D. Augustine & J.L. Jenkin, *Advertising Creative: Strategy, Copy & Design (6e)* (p. 325). Thousand Oaks, CA: Sage Publishing.

Grumbein, A. & Goodman, J.R. (2013). The good, the bad and the beautiful: How gender is represented on reality television. In C. Armstrong (Ed.), *Media (dis)parity: A gender battleground*. Lanham, MD: Lexington Books.

Published Conference Proceedings

Guillory, M., Grumbein, A. & Zank, G. (2022). Using competitions as a learning tool. *Analytics in the Classroom. Proceedings of the Marketing Management Association (MMA) 2022 Annual Fall Conference*. ISSN 2325-3509 (Print), ISSN 2325-3533 (Online).

Agozzino, A., Connell, D., Grumbein, A. & Whitley, A. (2021). Integrating Team-based challenges and competitions into the curriculum both inside and outside the classroom. *Diversity for a New Decade. Proceedings of the Marketing Management Association (MMA) 2021 Annual Fall Conference*. ISSN 2325-3509 (Print), ISSN 2325-3533 (Online). **Note: Authors listed in alphabetical order.

Grumbein, A. (2018). I'd like to thank the academy (and Harry Potter): Using music to keep presentation days running smoothly. *The Future of Marketing Education is Now. Proceedings of the Marketing Management Association (MMA) 2018 Annual Fall Conference*. ISSN 2325-3509 (Print), ISSN 2325-3533 (Online).

Anderson, B., Eanes, R., Grumbein, A., McManus, K. & Shankweiler, J. (2017). You and me, together: Approaches for successful group projects and presentations. *Hot Topics within Marketing Education. Proceedings of the Marketing Management Association (MMA) 2017 Annual Fall Conference*. ISSN 2325-3509 (Print), ISSN 2325-3533 (Online). **Note: Authors listed in alphabetical order.

Grumbein, A. (2016). A brand is worth a thousand words: Teaching students to create a personal visual brand identity. *Walking the Talk: Customer-Centric Marketing Education. Proceedings of the Marketing Management Association (MMA) 2016 Annual Fall Conference.* ISSN 2325-3509 (Print), ISSN 2325-3533 (Online).

Blankenburg, J., Ferguson, N., **Grumbein, A.**, Miller, D. & Wagner, G. (2015). Innovations in teaching advertising. *The Art and Science of Marketing Education. Proceedings of the Marketing Management Association (MMA) 2015 Annual Fall Conference.* ISSN 2325-3509 (Print), ISSN 2325-3533 (Online). **Note: Authors listed in alphabetical order.

Non-Profit Market Reports

Schumacher, E., Parker, K.A., Geegan, S.A., Pfeiffer, S.N., George, A.M., Jaffee, D.E., Scheuer, S. & Brown, A.D. (2023). The Future of Keeping Families Close: A millennial's perspective of why and where to give. *Non-Profit Market Report.* Ronald McDonald House Charities of the Bluegrass.

Additional Creative Endeavor

Grumbein, A. & Reilly, E. (2024). *Major Maps.* ISC Department, University of Kentucky.

Grumbein, A. & Johnson, B. (2023). *2023 Conference Logo.* AEJMC Southeastern Colloquium, Association for Education in Journalism and Mass Communication.

Grumbein, A. (2023). *Logo Redesign.* Smith Osburn Cross Law.

Grumbein, A. (2022). *Point-of-Purchase Ring Set.* Winston Furniture.

Grumbein, A. & ISC 431 Students [Star Shaw, Jaiven Smith, Tori Smith & Camille Wright] (2021). *CI Strategic Plan Campaign.* Alumni, College of Communication and Information, University of Kentucky. <https://vimeo.com/510846097>

Grumbein, A. (2021). *Citizen Soil Protocol.* College of Public Health. University of Kentucky.

Conference Papers & Panels

Grumbein, A. (2024). What's in a Doggone Color? (Innovations in Teaching competition panel). *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference,* August 8-11.

Grumbein, A. (2024). What's in a Doggone Color? *Association for Education in Journalism and Mass Communication (AEJMC) SE Colloquium,* March 7-9.

Grumbein, A. (2024). SLOGs: Self Learnings, Observations & Goals (Great Ideas For Teaching – G.I.F.T.). *Association for Education in Journalism and Mass Communication (AEJMC) SE Colloquium,* March 7-9.

- Parker, K.A., Geegan, S.A., Pfeiffer, S.N., George, A., Jaffe, D.E., Grumbein, A., Scheuer, S., & Brown, A. (2023). Engaging a new generation of donors: A relationship management theory approach to communication between nonprofits and millennials. *National Communication Association (NCA) 109th Annual Conference*, National Harbor, MD, November 16-19.
- Grumbein, A. (2023).** Grading with Emoji Rubrics (Innovations in Teaching competition panel). *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, August 7-10.
- Guillory, M., **Grumbein, A.** & Zank, G. (2022). Using competitions as a learning tool. *Marketing Management Association (MMA) Fall Educators' Conference*, September 21-23.
- Grumbein, A. (2021).** Strategy, feedback, deadlines & lab rats: Setting your student up for success in classroom competitions. *Marketing Management Association (MMA) Fall Educators' Conference*, Digital, October 13-15.
- Grumbein, A. (2021).** Strategy, feedback, deadlines & lab rats: Helping students succeed on a national stage (Teaching for Results: Raising the Profile of Your Student Media panel). *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Digital, August 3-7.
- Francis, D.B., **Grumbein, A.**, Zelaya, C.M., & Said, M.F. (2020). *Health Communication Cancer Screening Messages for Black Women: Review and Recommendations for Future Research*. 16th Biennial Kentucky Conference on Health Communication, Lexington, KY.
- Occa, A., Francis, D.B., & **Grumbein, A. (2020).** *Formative Research to Design Culturally-Sensitive Messages about Clinical Trials and Health Registries for Young African Americans*. 16th Biennial Kentucky Conference on Health Communication, Lexington, KY.
- Grumbein, A. (2018).** I'd like to thank the Academy (and Harry Potter): Using music to keep project presentation days running smoothly. *Marketing Management Association (MMA) Fall Educators' Conference*, Kansas City, MO, September 19-21.
- Grumbein, A. (2017).** You and me, together: Approaches for successful group projects and presentations (panel). *Marketing Management Association (MMA) Fall Educators' Conference*, Pittsburgh, PA, September 20-22.
- Grumbein, A. (2017).** I'd like to thank the Academy (and Harry Potter): Using music to keep project presentation days running smoothly (Teaching Marathon Panel). *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Chicago, IL, August 9-11.
- Grumbein, A. (2016).** Brand you: Helping students develop a powerful professional brand (panel). *Marketing Management Association (MMA) Fall Educators' Conference*, Providence, RI, September 14-16.
- Grumbein, A., Hunting, K. & Cahill, M. (2016).** Gendered discrepancies in educational messages on television channels targeted at boys vs. girls. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Minneapolis, MN, August 4-7.

- Hunting, K., Grumbein, A. & Cahill, M. (2016). Schooled!: Gender and education remembered and reconsidered on kid's television. *International Association for Media and Communication Research (IAMCR) Annual Conference*, Leicester, UK, July 27-31.
- Cahill, M., Grumbein, A., & Hunting, K. (2016). Changing perspectives in children's television programming. Youth Services Special Interest Group Lightning Talk Session. Association for Library and Information Science Education (ALISE), Boston, MA, January 5-8.
- Grumbein, A. (2015). Innovations in Teaching Advertising Panel. *Marketing Management Association (MMA) Fall Educators' Conference*, San Juan, PR, September 16-18.
- Jewett, A. & Sutherland, J. (2013). Picture-perfect personality: Examining the influence of advertising images on brand personality. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington DC, August 8-11.
- Jewett, A. & DiPasquale, D. (2013). What's black and blue and read online: An analysis of newspaper website aesthetics and the influence of circulation size. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington DC, August 8-11.
- Duke, L.L., Goodman, J.R., Jewett, A., Theis, R.P., & Shenkman, E. (2013). "People don't know how to talk to you": Increasing accessibility of Medicaid and Medicare health plan report cards. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington DC, August 8-11.
- Jewett, A. & Goodman, J.R. (2013). Pretty as a website: Examining aesthetics on nonsurgical cosmetic procedure websites. *International Communication Association (ICA) Annual Conference*, London, England, June 17-21.
- Jewett, A. & Lancaster, A. (2013). When academic worlds collide: Putting your research to work in the classroom & industry (panel). *American Academy of Advertising (AAA) Annual Conference*, Albuquerque, NM, April 4-7.
- Jewett, A. (2013). A brand news world: Examining brand personality in top-circulating U.S. newspapers. *Association for Education in Journalism and Mass Communication (AEJMC) Mid-Winter Conference*, Norman, OK, March 1-2.
- Jewett, A., DiPasquale, D. & Bowe, K. (2013). What's black and blue and read online: An analysis of newspaper website aesthetics and the influence of circulation size. *Association for Education in Journalism and Mass Communication (AEJMC) Mid-Winter Conference*, Norman, OK, March 1-2.
- Jewett, A. (2012). Branding the great divide: Examining the consistency of newspaper visual brands across print online and mobile platforms. *Association for Education in Journalism and Mass Communication (AEJMC) Mid-Winter Conference*, Norman, OK, March 2-3.
- Jewett, A. & Reinardy, S. (2011). Seeing what you get: A comparison of newspapers' visual brand personalities and consumer perceptions. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, St. Louis, MO, August 10-13.

Research in Progress

Hester, E. B., Grumbein, A., & Chen, H. (in preparation). Testing a revised protection motivation model: Effectiveness of compassion appeals for volunteer behavior. [Target Journal: Human Communication Research]

Warren, K., Parker, K.A., Rodriguez, D., Pfeiffer, S., Amegbeha Amissah, A., Grumbein, A. (in progress). Iowa Immigration Focus Group Project. Iowa Migrant Movement for Justice.

Grumbein, A., Brinkley, L., Warren, K., Parker, K.A., Rodriguez, D., Pfeiffer, S., Amegbeha Amissah, A., (in progress). *Non-Profit Market Report*. Iowa Migrant Movement for Justice.

Funded Research

SDR-XII Grant, June 2022, \$7,500

University of Kentucky, College of Communication and Information

Erin Hester (PI), Adriane Grumbein (Co-I)

*Testing Revisions to the Protection Motivation Theory:
Can Compassion-based Messages Elicit Other-Protection?*

This project received funding to develop compassion-based messages to generate message acceptance and evaluate the persuasive effectiveness of compassion-based messages in generating compassion and subsequent attitudes and behavioral intentions aligning with the message recommendations.

SDR-IX Grant, May 2019, \$7,500

University of Kentucky, College of Communication and Information

Aurora Occa (PI), Diane Francis (Co-I), Adriane Grumbein (Co-I)

*Formative research to develop culturally appropriate messages to increase
African American's willingness to participate in clinical research*

This interdisciplinary research team received funding to test theoretically informed and culturally appropriate messages and communication strategies to increase African American's willingness to participate in clinical research.

American Cancer Society Institutional Research Grant, 2018-2019, \$30,000

University of Kentucky Markey Cancer Center

Diane Francis (PI)

*A Tailored Intervention to Increase Colorectal Cancer Screening among
African American Women*

Dr. Francis' grant sought to create tailored messaging to increase the number of African American women who undergo colorectal cancer screening. My role on the team was to research, create and refine culturally tailored messages for testing.

Research and Creative Activities Program (RCAP) Funding, May 2017, \$2,000

University of Kentucky, College of Communication and Information

Adriane Grumbein (PI), Kyra Hunting (Co-I)

Branded Childhood: How Children's Cable Networks Establish Specific Brand Personalities to Compete

As part of an interdisciplinary research team, we received funding to look at how children's cable television channels use the unique language of their medium (idents, bumpers, show promotions, and brand specific PSAs) to purposefully build and display specific, easily identifiable brand personalities.

Igniting Research Collaboration (IRC) Grant, June 2016, \$30,000

University of Kentucky

Robert Lodder (PI), Adriane Grumbein (Co-I), Kyra Hunting (Co-I)

Therapeutic gaming for treatment of Attention Deficit Hyperactivity Disorder

As part of an interdisciplinary, cross-college research team, we received funding to explore the use of video games as possible ADHD interventions. Initial clinical testing financed by this grant uses game elements in *Minecraft* to potentially improve specific executive functioning skills (often lacking in ADHD children) through researcher-designed tasks. The long-term goal of this project is to develop a combination drug-device therapeutic regimen, using a marketed ADHD drug with a video game.

SDR-V Grant, April 2015, \$7,931

University of Kentucky, College of Communication and Information

Kyra Hunting (PI), Adriane Grumbein (Co-I), Maria Cahill (Co-I)

How cool is school? Educational messaging in children's television programming

As part of an interdisciplinary research team, we received funding to examine educational messaging in children's television programming. As part of the research, we recorded 24-hour programming on six children's cable channels for both quantitative and qualitative analysis.

Preparatory Work for a PCORI Grant, Fall 2012

University of Florida

Along with professors from the University of Florida, I traveled to Texas to assist in organizing and conducting focus groups aimed at understanding how Medicare and Medicaid recipients utilize health report cards.



Service

University-Level Service

CURATE (Celebrating University Research Across the Enterprise) Committee, 2022 – present

University of Kentucky, Office of the Vice President for Research (OVPR)

Chair, 2024 – 2025 + Vice-Chair, 2023 – 2024 + Committee Member, 2022 – 2023

This committee works under the OVPR to elevate the view of creative endeavor as an equal form of research, which is both supported by University funding, included in University research culture, reflected in University metrics and valued by University administration. The committee advises the VPR on funding programs, reviews funding awards, plans and executes an annual event celebrating CURATE research and advocates for innovative research across 11 UK colleges.

Academic Preparation and Placement (APP) Advisory Board, 2019 – present

University of Kentucky

Board Member

This board receives details on testing, placement, admissions related to students who come into the University with APP flags. The board also makes decisions about how students with APP flags move through the curriculum and support services. Additionally, the board hears about what programming other colleges are piloting to better admit, retain, and graduate those students.

Digital Signage Brand Implementation Team, 2019 – 2020

University of Kentucky

Committee Member

This team was formed to support the implementation of the university's new brand strategy through digital signage across campus.

Curricular Connections Team, 2017 – 2018

University of Kentucky, Student Activities Board (SAB)

Team Member

This newly created committee worked alongside the SAB President and board each semester during the SAB proposal season – a time when SAB programming directors plan events for the following semester – to discuss possible collaborations between SAB and faculty.

College-Level Service

College Promotion & Tenure Committee, 2023 – 2024

University of Kentucky, College of Communication and Information

Committee Member

I represented the Integrated Strategic Communication Department on the college's Promotion & Tenure committee. This committee reviews P&T applications from all four of the colleges' schools and departments.

Faculty Council, 2021 – 2022

University of Kentucky, College of Communication and Information

Faculty Council Member

I was one of two representatives of the Integrated Strategic Communication Department on the college's faculty council. This position is voted on by the department.

O'Hair Early Faculty Award Committee, 2021 + 2022

University of Kentucky, College of Communication and Information

Committee Member

This committee reviewed applications and chose recipients for the O'Hair Early Faculty Award.

Admissions & Financial Aid Committee, 2019 – 2020

University of Kentucky, Graduate Program in Communication

Committee Member

This committee is tasked with reviewing applications, selecting the incoming cohort and determining which offers receive financial aid offers.

Website Committee, 2014 – 2016

**University of Kentucky, Graduate Program in Communication
Committee Member**

This committee was tasked with evaluating, updating and revising the design and content for the Communication Graduate Program's website.

Mass Communication Specialization Ad Hoc Committee, 2014 – 2015

**University of Kentucky, Graduate Program in Communication
Committee Member**

This committee was tasked with examining the appropriateness of creating a Mass Communication Specialization within the current Communication Graduate Program, including discussing potential coursework, recruitment and fit with the overall program.

Department-Level Service

Curriculum Committee, 2015 – present

University of Kentucky, ISC Department

Chair, Fall 2022 – present + Co-Chair Fall 2021 – Spring 2022

This committee is tasked with reviewing, evaluating and updating the ISC Department's undergraduate curriculum to ensure it is line with the current expectation of the field. As chair, I have recently overseen the finalization of a major revision to the ISC curriculum, creation of an ISC minor, formalization of special topics courses, unscrambling of course prereqs and GPA update to our major and minor.

Promotion & Tenure Committee, 2020 – present

University of Kentucky, ISC Department

Committee Member

As a tenured faculty member, I serve on the ISC Department's Promotion & Tenure committee. This committee reviews 2- and 4-year dossiers for ISC faculty members as well as ISC P&T applications.

ISC Department Chair Search Committee, 2023 – 2024

University of Kentucky, ISC Department

Committee Member

This committee was tasked with attracting, reviewing, interviewing and recommending potential candidates to serve as the next Department Chair in the ISC Department. The position was filled based on the committee's recommendation.

Lecturer Search Committee, 2022 – 2023

University of Kentucky, ISC Department

Co-Chair

This committee was tasked with attracting, reviewing, interviewing and recommending potential candidates to fill a lecturer position in the Integrated Strategic Communications Department. The position was filled based on the committee's recommendation.

New Faculty Search Committee, 2021 – 2022
University of Kentucky, ISC Department
Committee Member

This committee was tasked with attracting, reviewing and interviewing potential candidates to fill multiple faculty openings in the ISC Department, including one Regular Title position with an emphasis in public relations and one Regular Title position with an emphasis in data analytics. Both positions were filled based on the committee's recommendations.

New Faculty Search Committee, 2020 – 2021
University of Kentucky, ISC Department
Committee Member

This committee was tasked with attracting, reviewing and interviewing potential candidates to fill multiple faculty openings in the ISC Department, including one Special Title position with an emphasis in creative advertising and two Regular Title positions. All three positions were filled based on the committee's recommendations.

Director of Undergraduate Studies Search Committee, 2017
University of Kentucky, ISC Department
Committee Member

This committee was tasked with attracting, reviewing and interviewing potential candidates for Director of Undergraduate Studies in the ISC Department. The position was filled by an internal candidate based on the committee's recommendation.

New Faculty Search Committee, 2017
University of Kentucky, ISC Department
Committee Member

This committee was tasked with attracting, reviewing and interviewing potential candidates to fill multiple faculty openings in the ISC Department, including one Special Title position with an emphasis in creative advertising and two Regular Title positions with emphases in account management. All three positions were filled based on the committee's recommendations.

Website Ad Hoc Committee, 2015 – 2016
University of Kentucky, ISC Department
Committee Member

This committee is tasked with evaluating, updating and revising the design and content for the ISC Department's website.

Department Chair Search Committee, 2015
University of Kentucky, ISC Department
Committee Member

This committee was tasked with recommending a candidate for department chair of the newly independent Integrated Strategic Communications Department. The committee reviewed applicant credentials/references, interacted with candidates, surveyed the entire department faculty and provided the Dean with pros and cons for each candidate.

Professional Service

AAF Lexington (AAF), Lexington KY, 2015 – present

Director of Education, 2016 – 2019 & 2021 – 2022

As a member of the AAF Lexington, I participate in events with local professionals. I also served on the board as the Director of Education. In this role, I attended board meetings and worked as a liaison between the AAF Lexington (the local, professional AAF chapter) and students, including the Ad Club (the UK student AAF chapter).

Abilene Ad Club (AAF), Abilene TX, 2004 – 2005

As an undergraduate, I served as the only student board member for the Abilene Ad Club (the local, professional AAF chapter).

Integrated Marketing Communication Organization (student AAF chapter), Abilene Christian University, 2001 – 2005

As an undergraduate, I served as the IMCO club president (one year), vice president (two years) and communication officer (one year) for ACU's student chapter of AAF.

Community Service

Advisory Council, 2014 – 2018

Elkhorn Crossing School, Georgetown KY

Each semester, I was invited to Elkhorn Crossing School to critique and judge students' end-of-semester projects. This also gave me a chance to learn how the school was using a unique village-based model to teach high school students media arts (including Adobe Software and design principles) and prepare them for college programs like UK's ISC program.

Reviewer + Judge

Competition Judge

- AEJMC Visual Communication Division, Creative Research Competition Judge, 2023
- AEJMC Visual Communication Division, Best of Web Competition Judge, 2016

Journal Reviewer

- *Visual Communication Journal*, 2020

Conference Reviewer

- AEJMC National Conference, Visual Communication Division, 2021-2024
- AEJMC National Conference, Advertising Division, 2019-2024
- AEJMC SE Colloquium, Open Division, 2024
- Marketing Management Association (MMA) Fall Educator Conference, 2018-2019

Outside Tenure Reviewer

- University of Nebraska, 2023
- University of Florida, 2023
- University of Nebraska, 2021

Invited Lectures, Panels and Workshops (select)

- *CI Power Hour: Portfolio Information Session*, College of Communication and Information (UK), 2023
- *Welcome to ISC, K-Week Speaker*, College of Communication and Information (UK), 2022 + 2023
- *This is crap. I am not. Remembering your value in the midst of the creative process*, CI Pop-Up Lecture, College of Communication and Information (UK), 2021
- *Faculty Orientation Panel*, University of Kentucky, 2020

Professional Development, Trainings and Certification (select)

Women's Executive Leadership Development (WELD) Program, 2024 Office for Faculty Advancement, University of Kentucky

From more than 70 applications, this competitive program selected only 12 faculty and 12 staff as members of the 2024 WELD cohort. WELD is designed to support the development of women – both staff and faculty – as they advance in their careers and approach executive leadership roles.

Teaching Innovation Institute (TII), 2024 – 2025

Center for Enhancement of Learning and Teaching (CELT), University of Kentucky

Selected as one of 25 faculty to participate in a year-long immersive program grounded in experiential and collaborative learning. This cohort represents a shift in focus for the Institute toward generative artificial intelligence (GenAI) in teaching, learning and higher education.

Impeccable Leadership as the Way Forward in a World that Won't Stop Raging, 2024 Dr. Jeanetta Sims

Teaching Honors Faculty Workshop, 2023 Lewis Honors College, University of Kentucky

Unconscious Bias Training, 2023 Human Resources, University of Kentucky

Visiting Professor Program (VPP) [digital], 2021 The ANA Educational Foundation (AEF)

Ethics in Advertising Certificate, 2019 Institute for Advertising Ethics (IAE)



Professional Experience in ISC

Work Experience

Freelance Graphic Designer, 2005 – present

www.adrianegrumbein.com

To keep myself immersed in the practical, hands-on aspects of my field, I continue to work as a freelance graphic designer. This professional work allows me to pass on current, real-world knowledge to my students. In general, my freelance work requires me to collaborate closely with clients, research client needs and produce effective design solutions in a variety of mediums.

For example, I recently worked with Winston Furniture to create a point-of-purchase ring set that allows customers to see and touch possible furniture finishes. I also worked with The Institute for Public Relations (IPR) (a nonprofit foundation dedicated to research in, on and for public relations) to create a variety of promotional materials, direct mail pieces and event collateral for their organization. I also worked with IPR to design a white paper and shareable infographics (www.instituteforpr.org/organizational-clarity-case-workforce-alignment-belief).

Other past clients include: Smith Osburn Cross Law, the UK Lewis Honors College, Milsoft Utility Solutions, Charles Lynn Jewelers and Abilene Christian University.

Marketing Coordinator, 2005 – 2008

Milsoft Utility Solutions, Abilene, TX

Milsoft is a small, niche business that writes and sells software to electrical utilities. As the primary marketing-related employee, I was responsible for designing and implementing a variety of B2B marketing, including creating and placing advertising, updating the company website, handling promotional materials, organizing an annual conference, maintaining vendor relations, managing the company brand, and managing/training a marketing assistant.

Consulting Work

Expert Witness, 2018

Kentucky Office of the Attorney General

In 2018, I served as an expert witness for the Kentucky Office of the Attorney General in a false advertising case against a for-profit university. The Attorney General was pleased to settle the case with \$1.75 million in private loan forgiveness for students, the removal of negative credit reporting, and a free transcript since students may have been previously denied one over outstanding debt.

In the News

Television News Interview, 2024

WKYT, Lexington, KY

I was interviewed for by a WKYT reporter to discuss the best and worst of Super Bowl LVIII's ads.

On-Air Television News Interview, 2022

LEX18, Lexington, KY

I was interviewed for LEX18's Super Bowl LVI lead up content. We discussed Super Bowl advertising, including pricing, pre-released ads and social media activations.

Newsletter Member Spotlight, 2021

AEJMC VisCom Division

I was featured as the inaugural member spotlight for the VisCom Division's newsletter because my students so regularly win the AEJMC Logo Contest. (<https://tinyurl.com/VisComSpring2021>)

Professional Memberships

- American Advertising Federation (AAF), 2015 – present
- Marketing Management Association (MMA), 2015 – present
- Association for Education in Journalism and Mass Communication (AEJMC), 2011 – present
- American Academy of Advertising (AAA), 2011 – 2021
- Direct Marketing Association (DMA), 2014 – 2018

Other Honors & Awards

Kappa Tau Alpha, 2005

Abilene Christian University

I was inducted into the national journalism and mass communication honor society.

ADDY Awards, 2004 + 2005

Abilene Christian University

I received a Gold ADDY in the 10th district student competition, a special judges award in the Abilene professional competition, a Gold ADDY in the Abilene student competition and two Silver ADDYs in the Abilene student competition.