Hazel James Cole, Ph.D.

Associate Professor and Concentration Head, Public Relations

Department of Mass Communications

University of West Georgia

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**Academic Achievement**

Ph.D., Mass Communication and Journalism, conferred 2008

The University of Southern Mississippi

Dissertation Title: “George Bush Doesn’t Care About Black People”: Hip Hop, Public Discourse and Black Politics in the early 21st Century

* Dissertation Chair: Dr. Christopher Campbell

M.S. in Public Relations

The University of Southern Mississippi, 1997

B. S. in Journalism/Public Relations

The University of Southern Mississippi, 1993

**Teaching Appointments**

Associate Professor and Concentration Head-Public Relations, 2018-present

Assistant Professor and Concentration Head-Public Relations, 2012-2018

Department of Mass Communications

University of West Georgia, Carrollton, Georgia

Assistant Professor, 2008-2012

Department of Mass Communication

McNeese State University, Lake Charles, Louisiana

School of Mass Communication and Journalism (multiple appointments)

The University of Southern Mississippi, Hattiesburg, Mississippi

* Graduate Teaching Assistant (2005-2008)
* Editorial Assistant at The University of Southern Mississippi Foundation
* Adjunct Instructor and Minorities in Communication Coordinator (1997-2000; 2004-2005)

Adjunct Instructor, (2003-2004)

Adult Education *ASPIRE* program

Belhaven College

Jackson, MS

**Courses Taught**

COMM 1154 Introduction to Mass Communications

COMM 2254 Media Ethics

COMM 3313 Public Relations Principles

COMM 3357 Diversity and Mass Media

COMM 4413 Public Relations Case Studies

COMM 4414 Public Relations Management (Crisis)

COMM 4444 Public Relations Campaigns capstone

COMM 4451 Public Relations Writing

COMM 4421P *bluestone*: Student-run Firm/Public Relations Practicum

Other courses taught:

Public Relations Media Campaigns Strategy

Public Relations Writing and Design

Strategic Writing for Public Relations

Writing Across the Media

**Professional Experience**

Senior Public Relations Account Executive, March 2000-July 2004

GodwinGroup

Jackson, Mississippi

Public Relations Director, 1993-1998

Success Marketing

Hattiesburg, Mississippi

Consultant/Principal, 1998-present

Cole Management & Associates

**Research Interests**

Public Relations, Image Repair and Crisis Management

Media Studies

Race, Gender and Media

Corporate Social Responsibility

**Scholarly Publications/Presentations**

Books

Moody-Ramirez, M. & Cole, H.J. (2018). Race, Gender & Image Repair Theory: How Digital Media Change the Landscape. Lanham: Lexington (Rowan & Littlefield).

Book Chapters

Christian, E., Cole, H. J., and Allen, J. L. (2013). *TriQuinn’s Tangled Web: What do you do if the law and ethics disagree, and a secret is the only thing separating corporate image repair from ruin?* In Casing Public Relations, ed. by Wrench, J., Flayhan, D., and Schuman, J.: Kendall Hunt Publishing. (Refereed).

Cole, H. J. (2012).“Nappy-Headed Hos”: Media Framing, Blame Shifting and the Controversy of Don Imus’ Pejorative Language. In Race and News: Critical Perspectives, ed. Campbell, C., LeDuff, K, Jenkins, C. & Brown, R. New York: Routledge. (Refereed)

Cole, H. J. (2011). “Kanye West: A Critical Analysis of a Cultural Icon’s Rhetoric and Celebrity,” a chapter in Rock Brands: Selling Sound in a Media Saturated Society, ed. Christian, E. (2011). Maryland: Lexington. (Refereed)

Scholarly Articles

Brown, R., Cole, H.J., & Fisher, M. (2017). Race and Anti-LGBT Legislation: An Analysis of “religious freedom” coverage in Mississippi and national newspapers. *Journalism Studies*, DOI: 10.1080/1461670X.2017.1292860 <http://www.tandfonline.com/action/showCitFormats?doi=10.1080/1461670X.2017.1292860>.

Moody-Ramirez, M & Cole, H.J. (2017). "Victim Blaming in Twitter Users’ Framing of Eric Garner and Michael Brown.” *Journal of Black Studies*.

Peer-reviewed Scholarly Articles (Works in Progress):

Fisher, M., Hernandez, T., & Cole, H. (2019) The great divide: Media interpretation of the NFL players’ protest. In progress.

Cole, H.J. & Slade, A. (2019). A Different World: The Hyper-reality and Public Relations Manipulation in Pepsi's "Live for the Now Moments" Fiasco. Revision in Progress.

Cole, H.J. & Jenkins, C. (2019). Blameshifting and the Media Framing of “Victim”: An examination of Newspaper Coverage of Trayvon Martin and George Zimmerman. Revision in progress.

Reviews in Scholarly Journal

Cole, H. J. (2012). More than a Map(p). *American Journalism* inaugural digital media review edition. American Journalism Historians Association. (Refereed).

Conference Presentations

Moderator, Minorities in Communication Division

AEJMC Annual Conference, Washington, DC

Panel: Crime News and Cross-Language Content

August 6-9, 2018

Alabama Communication Association’s 7th Annual Convention

University of Alabama-Birmingham

July 22, 2017

Presenter

Cole, H.J. & Slade, A.F. (2017). Pepsi’s Crisis and the Kendall Jenner Ad Controversy

AEJMC Annual Conference, Chicago, IL

August 8-9, 2017

Panelist:Minorities in Communication Division

"Your Candidate is a Loser:  Strategies for Leading Discussions of Race and Diversity in the Classroom."

AEJMC Annual Conference, Chicago, IL

August 8-9, 2017

Moderator: Public Relations Division

“Public Relations, Public Health, Public Good: Preparing a New Generation of Nonprofit and Public Sector Communications Professionals”

AEJMC Annual Conference, Minneapolis, MN

August 4-7, 2016

Moderator: Refereed Paper Research Session

“The Intersection of Power, Politics and Race in the 21st Century”

Presenter, November 2015

Moody-Ramirez, M. & Cole, H. J., (2015). Freedom of Speech vs. Hate Speech: An Image Restoration Case Study of Donald Sterling and Justin Bieber’s use of the N-Word.

National Communication Association

Las Vegas, Nevada

Presenter, March 2015

Moody-Ramirez, M. & Cole, H. J.

“He’s a Lowlife, He Deserved It:” Citizen Framing on Twitter of African-American Males Killed by Anglo Police Officers.

AEJMC Midwinter Conference at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma

Norman, Oklahoma

Moderator, March 2015

Races, Roles and Responsibility: Analyzing Black and Chinese Ethnic Newspapers

AEJMC Midwinter Conference at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma

Minorities and Communication Division

Norman, Oklahoma

Panelist, August 2014

“Using Television and Movies to Teach Students about Multicultural Connections and Diversity.”

97th Annual AEJMC Conference

Entertainment Studies Interest Group and Minorities and Communication Division

Montreal Canada

Panelist, October 2012

“Historical Sites as Interactive Tools for Teaching Mass Media and American History”

American Journalism Historians Association (AJHA)

Raleigh, North Carolina

Moderator, November 17-20, 2011

"Whose ‘Voice’ is it Anyway? Race, Controversy, and Objectivity: Why Interpretive Journalism Does it Better."

National Communication Association’s 97th Annual Convention

New Orleans, Louisiana

Presenter, April 2010

31st Annual Intercultural Communication Conference

Media Framing and Blame Shifting in the Don Imus Controversy

Houston, Texas

Moderator, February 2009

“Subverting the Dominant Paradigm: Celebrating the Legacy of Dr. Arthur J. Kaul at The University of Southern Mississippi

Hattiesburg, Mississippi

Presenter, February 2009

“How Would You Like To Be In The Classroom?”: How Dr. Art Kaul Shaped My Future as a College Professor.

The University of Southern Mississippi

Hattiesburg, Mississippi

Moderator and Presenter, Spring 2009

“Kanye West: A Critical Analysis of a Cultural Icon’s Rhetoric and Celebrity.”

Popular Culture Association

St. Louis, Missouri

Panelist , November 2009

“Media Framing and Blame Shifting in the Don Imus Controversy.”

National Communications Association

Chicago, Illinois

Moderator, August 2008

Striking A Match: How Contemporary News Coverage Opened National Dialogue About Race and Gender in the U.S.

AEJMC Conference

Chicago, Illinois

Presenter, September 2007

Race, Celebrity and Controversy in Popular Culture

Popular & American Culture Association in the South

Jacksonville, Florida

Moderator, September 2007

Satire: The Anatomy of Ridicule

Popular & American Culture Association in the South

Jacksonville, Florida

Presenter, October 2005

“My Heart Still Says Never”: An Analysis of Local Media Coverage of the Desegregation of Ole Miss

American Journalism Historians Association Annual Conference

San Antonio, Texas

**Fellowships, Grants, Funded Research**

Awarded $800 from SAFBA for Public Relations Students to attend National Conference held in Philadelphia, PA, and the National Black Public Relations Society-Atlanta national conference held in Atlanta, GA; 2013

Gant, C., Cole, H., & Morris, T.R. Presidential Grant. Assisted in the development of a grant to repurpose area for new public relations experiential learning lab*, bluestone* Public Relations Firm. Department awarded $12,500, including matching COSS fund.

Awarded $500 from Student Activity Fee Budget Allocation (SAFBA) for Public Relations Student Society of America students to develop a resume critique and e-portfolio workshop, 2014

**Leadership and Service**

* The **George Cochran Innocence Project** (formerly Mississippi Innocence Project) under leadership of attorney/award-winning author John Grisham at the University of Mississippi School of Law, Board member 2007-present (currently advisory board member)
* Serve as Concentration Head of Public Relations sequence
* 2019 Academic Affairs’ Chair Leadership Academy (higher education leadership track)
* ACEJMC Accreditation – team member
* SACS Accreditation – team member
* Public Relations Assistant Professor Search Committee, Search Chair (2 searches)
* Diversity Committee, Member
* Curriculum Advisory Committee, Member
* Tenure and Promotions Committee
* Mentor to faculty and students
* Care Committee, First Baptist Church of Carrollton, GA
* Guest speaker, Black History Month annual program/celebration
* Presenter on Nonprofit Media Relations for the annual COSS State of Community program
* Presenter on Black History at First Baptist Church

**Professional Organizations**

* Public Relations Society of America (PRSA), 2008-present
* Association for Education in Journalism and Mass Communication, 2012-present
* National Black Public Relations Society-Atlanta (NBPRS) – member; Program Committee, 2013
* National Communication Association, 2012-present
* Southern States Communication Association, 2014-present
* Former board member, The University of Southern Mississippi Alumni Publications Board
* Former editorial board member, *Hattiesburg American* newspaper
* Member, Popular Culture in America Association
* Member, Society of Professional Journalists
* Former Board Member, United Way of Southeast Mississippi (Funds distribution committee)
* Charter Member & Former President, Public Relations Association of MS-Pine Belt Chapter
* State Conference Chair, Public Relations Association of Mississippi (1999)
* Former Board Member, Southern Public Relations Federation
* Former Board Member, Sales & Marketing Executives-Hattiesburg, Mississippi
* Two-time Past President, Advertising Federation of South Mississippi
* Past President and founding member, Big Brothers Big Sisters-Hattiesburg
* Graduate, Hattiesburg’s Leaders for a New Century initiative 1996

**UWG Committee/Institution Service**

Guest speaker, Lambda Pi Eta Honor Society, Mississippi State University, Starkville, MS – November 2015. Topic: How Graduate School Prepared Me for the Corporate World

Speaker, UWG Center for Diversity and Inclusion’s Controversies of Culture Series, September 2015. Topic: We are Media: Online Pitfalls and Your Social Brand

Honors Committee (elected)

Admission Appeals Committee (elected)

UWG Department of Mass Communications, 2012-present

Curriculum Advisory Committee, Member

Diversity Committee, Member

Journalism Faculty Search Committee, 2014

Media Day Committee Chair, 2013 and 2014

Media Day Executive Committee

Public Relations Assistant Professor Search Committee, Member, 2014-present

Convergence Journalism Search Committee

Tenure and Promotions Committee

Guest speaker for the University Academy’s monthly forum in February 2013

Conference Organizer, National Black Public Relations Society’s Inaugural PR*Ability* Conference, Atlanta, GA – October 2014

Community Foundation of West Georgia

This collaborative project with PRSSA and NBS will result in video vignettes as promotional materials for the local Goodwill organization.

Rapha House of Carroll County

Worked with students to create social media platforms for this newly created nonprofit in Carroll County.

Guest lecturer within the department for several professors:

Professor Chris Renaud’s COMM 1154 course – lectured on public relations, 2014

Dr. Brad Yates’ Internship Course – Topic: “The Importance of Having a Digital Imprint and Social Media Strategies”, Spring 2013

Professor Bruce Daniel’s Persuasion/Public Speaking Course – lectured on the “PR in Persuasion”, Spring 2013.

Professor Patrick Hadley’s Digital Media and Society course in Fall 2013

Dr. Camilla Gant’s COM 1154 course – lectured on the profession of public relations, Fall 2012

McNeese State University, 2008-2012

Appointed by the Dean to serve on the College-wide Review Committee for Academic Program Priority, McNeese State University

Statewide committee on Mass Communication Transfer AA Degree team

Department of Mass Communication Master Plan Committee

Faculty search committee

Faculty Advisor, Public Relations Student Society of America

Judge, VFW scholarship for outstanding essay competition

**Advising/Mentoring**

Advisor, 2012-present

West Georgia chapter of the Public Relations Student Society of America, University of West Georgia

Advisor, *bluestone*: Student Run PR Firm at UWG, 2013-present

University of West Georgia

Academic Advisor to over 35 majors each semester

University of West Georgia

**Awards/Recognition**

Visionary Leadership Award for Curriculum Development (highest department honor)  
2016 Regents’ Teaching Excellence Award (statewide honor) / Faculty Team   
Outstanding Research Award nominee (2018 and 2019)  
UWG *Best of the West* Values Recognition Award  
Outstanding Mentor Award nominee  
Outstanding Junior Faculty Award nominee  
Certificate of Appreciation for Exhorter and Clarifying Team Member (presented by Department Chair)

**References**

Available upon request.