

## **Hazel J. Cole, Ph.D.**

Assistant Professor and Concentration Head, Public Relations  
University of West Georgia  
1601 Maple Street  
Carrollton, GA 30118  
678-839-4937

## **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**

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

Principal Manager, 1998-present  
Cole Management & Associates

## **Research Interests**

Public Relations, Image Restoration and Crisis Management  
Media Criticism  
Race, Gender and Media

## **Publications/Creative Works**

Cole, H. J. & Moody-Ramirez, M. (2016) Bill Cosby is not Cliff Huxtable: Rape Allegations as a Public Relations Crisis for America's Ideal Dad. *In progress*.

Moody-Ramirez, M. & Cole, H. J., (2015). "He's a Lowlife, He Deserved It:" Citizen Framing on Twitter of African-American Males Killed by White Police Officers. Submitted to *Communications Inquiry* journal in Fall 2015. (Refereed)

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. *In progress.*

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). More than a Map(p). *American Journalism* inaugural digital media review edition. American Journalism Historians Association. (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)

## Conferences

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

## **Professional Memberships/Offices**

Association for Education in Journalism and Mass Communication, 2012-present

National Black Public Relations Society-Atlanta (NBPRS) – member; Program Committee, 2013-present

National Communication Association, 2012-present

Public Relations Society of America (PRSA), 2008-present

Southern States Communication Association, 2014-present

The Mississippi Innocence Project under leadership of attorney/award-winning author John Grisham at the University of Mississippi School of Law, Board member 2007-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

## **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

## **University of West Georgia, 2013-present**

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

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

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 *PRAbility* 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**

Co-Advisor, 2012-present

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

Co-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