

October 2013

Cheryl Ann Lambert, Ph.D.

Curriculum Vitae

Assistant Professor, Department of Mass Communication, Advertising, & Public Relations
Boston University, College of Communication, 640 Commonwealth Avenue, Boston, MA 02215
Phone: 617/358-5499 Email: clamber4@bu.edu

Academic Background

Ph.D. in Communication and Information—University of Tennessee (2008)
Primary area: Public Relations; Secondary area: Health communication
M.A. in Journalism—Temple Univ. (1996) B.A. in English—Illinois State Univ. (1992)

Research Areas

—Social constructions/ media representations of public relations, health message experiences
Dissertation title: “No sickness, no need: A qualitative exploration of female undergraduates’ health message perspectives”. Chair: Sally J. McMillan, Ph.D.

Published Work

—Scholarly articles

- Lambert, C. A. & Wu, H. D. (2013). Traditional rules of journalism in decline: How Taiwanese media professionals navigate newly changed industry. *Manuscript submitted for publication.*
- Wu, H. D. & Lambert, C. A. (2013). Impediments to press freedom persist in Taiwan. *Manuscript submitted for publication.*
- Lambert, C. A. & Kinsky, E. S. (2013). We’ve been framed: Culture clarifies media representations of public relations. *Manuscript submitted for publication.*
- Mehra, B., & Lambert, C. A. (2013). Multi-level competencies to support racial and ethnic minorities during graduate education: A qualitative study of the perspectives of female African-American students. *Manuscript submitted for publication.*
- Lambert, C. A. & Wang, H. (2013). Supplanting messages: A narrative paradigm analysis of the WW2 Victory Gardens campaign. *Manuscript submitted for publication.*
- Lambert, C. A., & Wu, H. D. (2013). Influencing forces or mere interview sources? How key constituencies shaped health care media discourse. *Manuscript in press.*
- Lambert, C. A. (2012). Memorable health messages embrace student perspectives. *Public Relations Journal*, 6(5).
- Lambert, C. A., & White, C. (2012). Feminization of the film? Occupational roles of public relations characters in movies. *Public Relations Journal*, 6(4).
- Aronowitz, T., Lambert, C. A., & Davidoff, S. (2012). The role of rape myth acceptance in the social norms regarding sexual behavior among college students. *Journal of Community Health Nursing*, 29, 172-182.
- Lambert, C. A. (2011). Cinema spin: Exploring film depictions of public relations professionals. *Communication Teacher*, 25(4), 205-211.
- Mehra, B., & Lambert, C. A. (2008). An effective information support system for African American graduate students based on their priority information needs: Findings from a pilot study. *Communication & Social Change*, 2(1), 105-123.

—Book chapters

- Lambert, C. A. (2013). Victory gardener vs. victory digger: A comparative analysis of the US and UK World War 2 gardening campaigns. *Invited book chapter in progress*
- Lambert, C. A. (2011). *Seeking out citizen journalists: Media beyond the mainstream*. In S. Goldstein (Ed.), *PR News' Media Training Guidebook*. (pp. 178-180). Rockville, MD: PR News Press.
- Lambert, C. A. (2009). *Engage and inspire employees with diversity awareness events*. In I. Dorbian (Ed.), *Employee Communication Guidebook: The blueprint for Internal PR strategies and tactics* (Vol. 1, pp. 146-149). Rockville, MD: Access Intelligence.

—Popular press

- Lambert, C. A. (2013). Fed up with filmmakers stereotypes of public relations? *ComPREhension Blog*, Guest post. Public Relations Society of America, New York, NY.
- Lambert, C. A. (2005). "From the cotton fields to Southfield: The life story of Charles Johnson". Southfield, MI: Charles Johnson.
- Lambert, C. A. (2003). "Others said no, but God said yes". Indianapolis, IN: Substance of Hope.

Scholarly Presentations

- Lambert, C. A. & Supa, D. (2013). Research presenter during Institute for Public Relations Research Annual Meeting, Boston, MA.
- Lambert, C. A., & Wang, Y. (2013, June). Planting messages: A narrative paradigm analysis of the World War II Victory Garden campaign. Presented at the annual International History of Public Relations Conference, Bournemouth University, Bournemouth, UK.
- Lambert, C. A., & McGhee-Hilt, F. A. (2013, March). A public relations 'Scandal' on primetime TV: Re-presenting the public relations profession. Presented at the International Public Relations Research Conference, Miami, FL.
- Lambert, C. A., & Landau, A. (2012, July). Principles of the public relations profession: The enduring relevance of Arthur W. Page. Presented at the annual International History of Public Relations Conference, Bournemouth University, Bournemouth, UK.
- Wu, H. D., & Lambert, C. A. (2012, May). Convergent practice of Taiwanese journalists in the information marketplace. Presented at the annual International Conference on Media and Communication, Porto, Portugal.
- Lambert, C. A., & Wu, H. D. (2011, August). Influencing forces or mere interview sources? What media coverage about health care means for key constituencies. Presented at the annual convention of the Association for Education in Journalism & Mass Communication, St. Louis, MO.
- Aronowitz, T., Lambert, C. A., Merriman, S., Limbo, F., & Davidoff, S. (2011, June). He said/she said: Social norms regarding sexual behavior & sexual assault among first & second year college students. Presented at the annual meeting of the American College Health Association, Phoenix, AZ.
- Lambert, C. A., & White, C. (2011, May). Feminization of the film? Occupational roles of public relations characters in movies. Presented at the annual conference of the International Communication Association, Boston, MA.

Scholarly Presentations

- Aronowitz, T., Lambert, C. A., Merriman, S., Limbo, F., & Davidoff, S. (2011, March). Social norms regarding sexual behavior among college students: The role of rape myth acceptance. Presented at the scientific session of the Eastern Nursing Research Society, Philadelphia, PA.
- Lambert, C. A., (2011, March). Public relations characters have split personalities: A thematic analysis of film-based public relations characters. Presented at the International Public Relations Research Conference, Miami, FL.
- Lambert, C. A. (2011, January). The medium makes the message in health campaigns: Attendance and avoidance among target publics. Presented at the monthly colloquium of the Boston University Communication Research Center, Boston, MA.
- McGhee-Hilt, F. A., Brooks, D., Lambert, C. A., Fields, M. (2010, August). The cultural consternation of brand O(prah): Oprah and Gayle's big adventure. Presented at the annual convention of the Association for Education in Journalism & Mass Communication, Denver, CO.
- Wu, H. D., & Lambert, C. A. (2010, August). Mediated struggle in bill-making: How sources shaped news coverage about health care reform. Presented at the annual convention of the Association for Education in Journalism & Mass Communication, Denver, CO.
- Lambert, C. A. (2009, November). How public relations professionals are portrayed on film. Presented at the annual convention of the National Communication Association, Chicago, IL.
- Lambert, C. A. (2009, August). No sickness, no need: College student perspectives on health messages. Presented at the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Childers, C. C., Haley, J. E., Jahns, L., & Lambert, C. A. (2009, August). Insights into freshmen weight issues: An ethnographic study of how first-year students make decisions about eating. Presented at the annual convention of the Association for Education in Journalism & Mass Communication, Boston, MA.
- Downes, E., & Lambert, C. A. (2009, June). Moving toward détente: The importance of educating and training in applied academic disciplines. Presented at the annual meeting of the American Association of University Professors, Washington, D.C.
- Avery, E. J., Childers, C. C. Lambert, C. A., & Kim, S. (2009, May). Peer-ing into pro health advertisements for children: Analysis of their reactions to and suggestions for campaign visuals. Presented at the annual conference of the International Communication Association, Chicago, IL.
- Blakeman, R., Haygood, D. M., & Lambert, C. A. (2008). Joined at the adversarial hip: Understanding the relationship between account service and creative. Presented at the American Academy of Advertising, San Mateo, CA.
- Lambert, C. A. (2008, April). Mediated medicine: Web sites and African-American healthcare. In *Diversity in the New Media Environment*. Presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.

Scholarly Presentations

- Mehra, B., & Lambert, C. A. (2008, February). Information needs and an effective information support system for African-American graduate students. Presented at the annual research symposium of the College of Communication and Information at the University of Tennessee.
- Lambert, C. A., Lepre, C., Messengale, J., Marchum, W., & Wells, S. (2007, May). Obesity in the news: A multi-year framing analysis of three general news magazines. Presented at annual conference of the International Communication Association, San Francisco, CA.
- Lambert, C. A., Haley, E., Jahns, L., & Johnson, S. (2007, March). Eating activity, acculturative stress and the freshman 15. Presented at the annual conference of the Southern College Health Association, Gatlinburg, TN.
- Lambert, C. A. (2007, February). What strategies are used in direct-to-consumer prescription drug advertising? An analysis applying Taylor's Six-Segment Strategy Wheel. Presented at the annual research symposium of the College of Communication and Information at the University of Tennessee.
- Lambert, C. A. (2007, February). How parish nurses influence congregational communities: An exploratory pilot study. Presented at the annual research symposium of the College of Communication and Information at the University of Tennessee.
- Lambert, C. A., Haley, E., & Jahns, L. (2006, September). An ethnographic study exploring how students make decisions about eating and physical activity: Stress and the 'Freshman 15'. Presented at the annual scientific meeting of NAASO, the Obesity Society, Boston, MA.
- White, C. & Lambert, C. A. (2006, August). Constructing a cultural definition of public relations: A textual analysis of *The New York Times*. Presented at annual convention of Association for Education in Journalism & Mass Communication, San Francisco, CA.
- Haley, E., Christy, T. P., Kim, S., & Lambert, C. A. (2006, February). Shock and awe: Context effects of advertising offensiveness. Presented at the annual research symposium of the College of Communication and Information at the University of Tennessee.

Teaching Experience

- Assistant Professor, Boston University: Boston, MA (2008-present)
- Facilitator, Boston University: Boston, MA (Summer, 2011; Summer, 2010)
- Teaching Associate, University of Tennessee: Knoxville, TN (2006-2008)
- Adjunct Faculty, Robert Morris College: Chicago, IL (2002-2005)

Continuing Education

- Tips for managing your scholarly research agenda: Teleseminar. (October, 2013). Public Relations Society of America: Educators Academy Section.
- Faith and healthcare: Bridging the gap (November, 2006). Carson-Newman College-sponsored seminar at St. Mary's Medical Center, Knoxville, TN.
- Cultural competence express training (June, 2006). University of Tennessee-sponsored training for practice in health-related disciplines. "Ready for the world", Knoxville, Tennessee.
- Corporate Community Involvement (April, 2005). Boston College School of Management.

Public Relations Experience

Sears, Roebuck and Co., Hoffman Estates, IL

—Community Relations Manager (2004-2005)

Media relations support for Sears' corporate-level community relations efforts; Contributions counsel to national and multicultural nonprofit organizations seeking funds; addressed internal, external requests for community relations support; Extended communications support to Supplier Diversity department including communications plans, corporate communications and website consultations.

—Communications Manager (2002-2004)

Public and media relations for department stores, real estate. Columnist and features writer for two management publications; contributing writer for company intranet.

—Publication Editor (1998-2001)

Supervised designer, film-house and printer; directed photo shoots; researched and wrote articles for company-wide publications.

Professional Publishing Experience

Chilton Publishing Company, Radnor, PA: *Home Improvement Market* publication

—Senior Editor (1997)

Assisted managing editor in monthly layout of publication with art director; copy-edited publication; executive-edited quarterly supplement publications

—Features Editor (1995-96)

Wrote news and feature articles for magazine; hired, interviewed, and supervised editorial assistants; traveled regionally, nationally, and internationally representing editorial staff at industry trade shows.

—Associate Editor (1993-95)

Wrote news and feature articles for publication; traveled regionally and nationally with editorial staff at industry trade shows.

Professional Presentations

Lambert, C. A. (2012). Public relations ethics. Panel presenter at the Boston University professional ethics panel, Introductory Communication course, Boston, MA.

Lambert, C. A. (2011). Tailoring health communication. Guest lecturer and the School of Public health class "Intervention strategies employing intervention mapping to improve health", Boston University, Boston, MA.

Lambert, C. A. (2010). Communicating health: How female undergraduates experience Health messages. Educational session presenter at Student Health Services, Boston, MA.

Lambert, C. A. (2009). How to write a family biography. Presenter at The National Day on Writing at Boston University, Boston, MA.

Lambert, C. A. (2009). Making the transition: Success strategies. Panel presenter at the New Faculty Orientation, Boston University Office of the Provost and Center for Excellence in Teaching, Boston, MA.

Lambert, C. A. (1999, 2000). Diversity at Sears. Session facilitator for Sears University employee training division, Hoffman Estates, IL.

Lambert, C. A. (1997). From garden angels to gas grills. Seminar presenter at first Lawn & Garden Trade Show. Pennsylvania Convention Center. Philadelphia, PA.

Academic Service

Discussant for Scholar-to-scholar PR Division session of the Association of Education in Journalism and Mass Communication (2013).

Judge for *PR Week* magazine third annual Diversity Distinction in Public Relations awards, New York City, NY (2013).

Session moderator for the annual International History of Public Relations Conference, Bournemouth University, Bournemouth, UK (2013).

Secretary for the Public Relations Division of the Association of Education in Journalism and Mass Communication (2012-2013); Professional Freedom & Responsibility (PF&R) co-chair for the Public Relations Division (2012-2013).

Review manuscripts for: *Case Studies in Strategic Communication*; *Communication Teacher*; *Journal of Public Relations Research*; *Mass Communication & Society*, and *Public Relations Inquiry* (2009-present) and *Journal of Communication Management* (pending)

Review submissions for annual meetings of the Association of Education in Journalism and Mass Communication and the International Communication Association (2009-present).

Boston University Campus Service:

Committee member for two master's thesis in the BU School of Medical Anthropology (2011, 2012); Member of Interdisciplinary Alcohol Task Force (2009-2013); Specialty Advisor for COM major residents' floor (2009-2013).

Awards & Recognition

Lambert, C. A. (2013). Fostering ethical engagement with employee affinity groups. *Grant proposal submitted for consideration.*

Lambert, C. A. & White, C. (2013, October). Panelist for the *PR Journal* top article session at the Public Relations Society of America Annual Conference, Philadelphia, PA.

Lambert, C. A. (2013, August). Great Ideas for Teaching Students. A picture worth a thousand words. Top 25 Presentation for Association for Education in Journalism & Mass Communication, Washington, DC.

Curriculum Development Award (2012). Boston University funding to develop a new summer course, Contemporary Health Communication.

Undergraduate Research Opportunities Grant (2009). Boston University funding to mentor an undergraduate student in the completion of a research study.

Inez Kaiser award for graduate students of color (2006). Association for Education in Journalism and Mass Communication Association funding to foster academic progress among ethnic minority students.

Summer Research Award (2006). Research assistant with Bharat Mehra, Ph.D. College of Communication & Information funding to conduct academic research.

Professional Memberships

—Association of Education in Journalism and Mass Communication

—International Communication Association

—Public Relations Society of America: Educators Academy

—Image of the Journalist in Popular Culture Associates