

## Candidate Statement

Jeanne M. Persuit, University of North Carolina Wilmington

I am honored to be nominated for First Vice-President Elect-Select for ECA. ECA was the first conference I ever attended; I volunteered at the 2005 Convention in Pittsburgh, PA. That experience as a first-year doctoral student showed me that service to our discipline through our oldest professional association is a worthy commitment. Thank you to the Nominating Committee for considering my candidacy.

I am a Professor of Communication Studies at the University of North Carolina Wilmington. I received my Ph.D. in Rhetoric and my M.A. in Corporate Communication from Duquesne University and my B.S. in French from The Pennsylvania State University. I worked in the marketplace as a marketing coordinator and marketing communication manager for eight years before I returned full-time to get my Ph.D.

My service to ECA includes Applied Communication Interest Group reviewer in 2006-2007; Applied Communication Interest Group Chair in 2008; Local Events Coordinator for the 2008 ECA Convention in Pittsburgh; 2009-2010 Committee of Scholars; and reviewer for the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (2011). In addition, in 2019, the student-run IMC firm that I advise, Pier601 Creative, designed the 2021 ECA logo, and my graduate student who worked with the undergraduate team of designers presented to the ECA Business Meeting at NCA in 2019. Although the convention was held virtually and not in Cambridge, the logo incorporated elements of the convention site and “Resilience,” the convention theme. At the national level, I serve as Association for Communication Association Treasurer and Website Administrator. Over the last 13 years, I have developed the integrated marketing communication (IMC) undergraduate curriculum, and I have planned, designed, taught, and directed the online M.A. in IMC for the Department of Communication Studies (COM Studies) at UNCW. I also established the biennial UNCW Integrated Marketing Communication Conference in 2011, and we held our 6<sup>th</sup> conference virtually in June 2021.

My single-authored monograph, *Social Media and Integrated Marketing Communication: A Rhetorical Approach* (Lexington Books, 2013) began as an ECA presentation in 2010. I co-edited *Integrated Marketing Communication: Creating Spaces for Engagement* (Lexington Books, 2016) with Christina L. McDowell of Cornell University. I have co-authored book chapters on the brand and epideictic rhetoric of Michelle Obama and the impact of the Civic Arena’s construction and demolition on the Lower Hill District in Pittsburgh. I have published articles in *Review of Communication*, *International Journal of Organization Theory & Behavior*, *Pennsylvania Communication Association Scholar’s Series*, and the *Proceedings of the International Crisis and Risk Communication Conference*. I am the series editor for the Integrated Marketing Communication series published by Lexington Books/Rowman& Littlefield. I have reviewed for *Journal of Communication and Religion*, *Pennsylvania Communication Annual*, *The Journal of International Crisis and Risk Communication Research*, *Journal of Communication Pedagogy*.

If elected, the three goals I would like to work towards are translation, accessibility, and inclusion.

Translation is a goal for ECA research initiatives and programming. Since October 2019, I have been a co-principal investigator on a \$2.4 million grant from the U.S. Department of Justice, Bureau of Justice Assistance, that funds the National Drug Court Resource Center. I serve as the Director of Marketing and Communications and direct our IMC and dissemination efforts. This experience on an interdisciplinary team has taught me that communication experts are needed and welcome on these types of projects, and one of my goals, if I am elected, is to expand ECA's programming and expertise to encourage participation on state and federal grant teams. We have great opportunities to translate our own research to multiple audiences and to support our colleagues in other disciplines in translating their research to benefit society and inform policy.

Accessibility is the second goal I would work toward. The pandemic has taught us that thinking of accessibility – especially financial and physical accessibility – is necessary for survival. Current ECA president Dr. Amanda McKendree asked the question “What is the value of membership in ECA?” in her candidate statement. I would like to build on that question and ask, “Who has access to the value of our membership?” and explore new ways to open up our convention, our publications, our leadership positions, and our membership to ensure that all of our members, our undergraduate and graduate students, our contingent faculty, our K12 educators, and other groups have opportunities to access the benefits and value of the ECA membership.

Inclusion must come with access. We are fortunate to be members of the oldest communication professional organization, even pre-dating NCA. I have served as UNCW Faculty Senate Vice-President and as one of UNCW's delegates to the UNC System Faculty Assembly. I have had a front-row seat to the “wicked problems” that face us in higher education. These problems will not be solved by exclusion; rather, we must build a broad coalition and include educators, scholars, and students to deal with the issues facing us. Creating a culture of inclusion in ECA is a key to our growth, vibrancy, and legacy as a professional association.

If elected, I look forward to working with the ECA leadership and membership to achieve our goals. Thank you for your consideration of my candidacy. If you have any questions, please email me at [persuitj@uncw.edu](mailto:persuitj@uncw.edu).