

## *Curriculum Vitae*

**Luke Capizzo, Ph.D., APR**

Assistant Professor  
School of Journalism  
University of Missouri

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### **EDUCATION**

#### **Ph.D. in Communication (emphasis in Public Relations)**

University of Maryland, College of Arts & Humanities,  
Department of Communication, 2019

Dissertation: "Managing intractability: Wrestling with wicked problems and seeing beyond consensus in public relations"

#### **M.A. in Communication**

University of Maryland, College of Arts & Humanities,  
Department of Communication, 2018

#### **APR (Accreditation in Public Relations)**

Public Relations Society of America, 2014

#### **B.A. in Professional Writing**

Michigan State University, College of Arts & Letters, 2007

#### **B.A. in Political Theory & Constitutional Democracy**

Michigan State University,  
James Madison College of Public Affairs, 2007

### **ACADEMIC APPOINTMENTS**

**Assistant Professor** (August 2022-Present)  
University of Missouri, School of Journalism

**Assistant Professor** (August 2019-Present)  
James Madison University, School of Communication Studies

### **PROFESSIONAL EXPERIENCE**

#### **Identity (Bingham Farms, Mich.)**

Senior Account Executive, Media Relations & Marketing  
(April 2013-Aug 2015)  
Account Executive, Media Relations & Marketing  
(August 2011-March 2013)

#### **Michigan Credit Union League (Lansing, Mich.)**

Communication Manager (August 2008-August 2011)

#### **Lezotte Miller Public Relations, Inc. (Okemos, Mich.)**

Client Services Coordinator (June 2007-July 2008)

#### **Office of Governor Jennifer M. Granholm (Lansing, Mich.)**

Intern, Communication Department (August 2005-Dec. 2005)

**PUBLICATIONS**  
**Journal Articles**

- Capizzo, L.,** Vasquez, R., & Jun, H. (2022). A Shortage of Excellence? An exploratory study of U.S. doctoral-level education in public relations. *Journal of Public Relations Education*, 8(1), 76-115. <https://aejmc.us/jpre/2022/03/31/a-shortage-of-excellence-an-exploratory-study-of-u-s-doctoral-level-education-in-public-relations/>
- Capizzo, L.** (2022). What counts amid contention? Measuring perceived intractable problems in public relations. *Public Relations Review*, 48(2), 1-11. <https://doi.org/10.1016/j.pubrev.2022.102179>
- Capizzo, L.,** & Sommerfeldt, E. J. (2021). Defining the contours of contention: Facets of intractability in social issues management. *International Journal of Strategic Communication*, 15(4), 357-374. <https://doi.org/10.1080/1553118X.2021.1932907>
- Page, T. G., & **Capizzo, L.** (2021). From “an open field” to established “waves”: 45 years of public relations scholarship through the lens of Public Relations Review. *Public Relations Review*, 47(5), 102115. <https://doi.org/10.1016/j.pubrev.2021.102115>
- Capizzo, L.** (2020). The Right Side of History, Inc.: Social issues management, social license to operate, and the Obergefell v. Hodges decision. *Public Relations Review*, 46(5), 101957. <https://doi.org/10.1016/j.pubrev.2020.101957>
- Capizzo, L.** (2018). Reimagining dialogue in public relations: Bakhtin and open dialogue in the public sphere. *Public Relations Review*, 44(4), 523-532. <https://doi.org/10.1016/j.pubrev.2018.07.007>

**Book Reviews**

- Capizzo, L.** (In press). [ Review of the book *A strategic nature: Public relations and the politics of environmentalism*, by M. Aronczyk and M. Espinoza]. *Journal of Communication*.

**Journal Articles**  
**Under Review**

- Capizzo, L.,** & Feinman, M. (R&R). Extending civic values in architectures of listening: Arendt, Mouffe and the pluralistic imperative for organizational listening. *Journal of Public Relations Research*.
- Capizzo, L.** (R&R). Managing intractability: Wrestling with wicked problems and seeing beyond consensus in public relations. *Public Relations Review*.
- Capizzo, L.,** & Madden, S. (R&R). Organizing community: Public relations of activism and place through Grace Lee Boggs and Jane Jacobs. *Public Relations Review*.
- Capizzo, L.,** & Harrison, V. S. (Under review). Theorizing CSA’s impact on nonprofit stewardship: New challenges for ethical corporate partnerships and issue engagement. *Public Relations Review*.

**Capizzo, L.** & Iannacone, J. I. (Under review). Citizen brand: The emergence of brandstanding as organizational engagement and civic duty. *Public Relations Review*.

Zhou, A., **Capizzo, L.**, Page, T. G., Toth, E. L. (R&R). Exploring PR paradigms through computational modeling: Refractions and recommitment in public relations research. *Journal of Public Relations Research*.

#### Scholarly Books

**Capizzo, L.** (under contract). *Public relations and social impact: Reclaiming the PR profession*. Routledge.

#### Textbooks

Luttrell, R. & **Capizzo, L.** (2021). *Public relations campaigns: An integrated approach* (2nd ed.). Sage Publications.

Luttrell, R. & **Capizzo, L.** (2018). *Public relations campaigns: An integrated approach*. Sage Publications.

Luttrell, R. & **Capizzo, L.** (2018). *The PR agency handbook*. Sage Publications.

#### Refereed Book Chapters

**Capizzo, L.**, & Sommerfeldt, E.J. (2018). The privileged space of financial communication: Journalistic perspectives, relationships, and implications for financial public relations. In A. Laskin (Ed.) *The handbook of financial communication and investor relations*, (pp. 365-375). Wiley.

#### Invited Book Chapters

**Capizzo, L.** (in press). Listening in polarized times: Hannah Arendt's actualized plurality and the civic imperative for organizational listening. In K. R. Place (Ed.), *Organizational listening: Building theory and practice for strategic communication*. Routledge.

#### REFEREED CONFERENCE PAPERS

**Capizzo, L.**, Pevac, M., & Madden, S. (2022, Aug. 3-6). *It's about (damn) time: Community, temporality, and feminist values in activist public relations history* [Paper presentation]. Association for Education in Journalism and Mass Communication 105<sup>th</sup> Annual Conference, Detroit, MI, United States. **(Museum of Public Relations History Award, PR Division)**

**Capizzo, L.**, Wallace, A., Logan, N., & Place, K. (2022, Aug. 3-6). Accomplices in the public relations classroom: An autoethnography of social-justice and anti-racism-informed teaching [Paper presentation]. Association for Education in Journalism and Mass Communication 105<sup>th</sup> Annual Conference, Detroit, MI, United States. **(First Place Teaching Competition Paper, PR Division)**

Zhou, A., **Capizzo, L.**, Page, T. G., Toth, E. L. (2022, May 26-30) Exploring PR paradigms through computational modeling: Refractions and recommitment in public relations research [Paper presentation]. International Communication Association 72<sup>nd</sup> Annual Conference, Paris, France.

- Capizzo, L., & Madden, S.** (2021, Nov. 18-21). *Organizing community: Public relations of activism and place through Grace Lee Boggs and Jane Jacobs* [Paper presentation]. National Communication Association 107th Annual Convention, Seattle, WA, United States. **(Top Faculty Paper, PR Division)**
- Capizzo, L., & Feinman, M.** (2021, August 4-7). *Extending civic values in architectures of listening: Arendt, Mouffe and the pluralistic imperative for organizational listening* [Paper presentation]. Association for Education in Journalism and Mass Communication 104th Annual Conference, New Orleans, LA, United States.
- Capizzo, L.** (2021, May 27-31). *What counts amid contention? Measuring perceived intractable problems in public relations* [Paper presentation]. International Communication Association 71st Annual Conference, Denver, CO, United States. **(Top Faculty Paper, PR Division)**
- Dodd, M., **Capizzo, L., & Spaulding, C.** (2021, May 27-31). *The Historical Development of Corporate Social Responsibility and Legitimization of Corporate Social Advocacy: A Multinational Approach* [Paper presentation]. International Communication Association 71st Annual Conference, Denver, CO, United States.
- Capizzo, L. & Iannacone, J.** (2021, March 4-6). Citizen Brand: The Emergence of Brandstanding as Organizational Engagement, Voice, and Civic Duty [Paper presentation]. 24th Annual International Public Relations Research Conference, Miami, FL, United States.
- Capizzo, L.** (2020, November 19-22). *Managing intractability: Wrestling with wicked problems and seeing beyond consensus in public relations* [Paper presentation]. National Communication Association 106th Annual Convention, Indianapolis, IN, United States. **(Top Faculty Paper, PR Division)**
- Page, T. G. & **Capizzo, L.** (2020, November 19-22). *From "an open field" to established "waves": 45 years of public relations scholarship through the lens of Public Relations Review* [Paper presentation]. National Communication Association 106th Annual Convention, Indianapolis, IN, United States. **(Top Faculty Paper, PR Division)**
- Stanley, S. J., Ledford, V. A., Atwell Seate, A., Kamran, N., & **Capizzo, L.** (2020, November 19-22). *Identity orientation, worry about sexual outcomes, attitudes toward sexual health behaviors: Antecedents of information seeking from student health center websites* [Paper presentation]. National Communication Association 106th Annual Convention, Indianapolis, IN, United States.
- Capizzo, L. & Sommerfeldt, E.J.** (2020, May 20-27). *Defining the contours of contention: Facets of intractability in social issues management* [Paper presentation]. International Communication Association 70th Annual Conference, Gold Coast, Australia.

**Capizzo, L.** (2018, November 14-17). *A business-to-business case for public relations outreach: Best practices for stakeholders, linkages, and networks within the supply chain* [Paper presentation]. National Communication Association 105th Annual Convention, Salt Lake City, UT, United States.

**Capizzo, L. & Sommerfeldt, E.J.** (2018, May 24-28). *Tracing the transnational corporate citizen: Deliberative corporate social responsibility in global public relations* [Paper presentation]. International Communication Association 68th Annual Conference, Prague, Czech Republic.

**Capizzo, L.** (2017, November 16-19). *Reimagining dialogue in public relations: Bakhtin and open dialogue in the public sphere* [Paper presentation]. National Communication Association 104th Annual Convention, Dallas, TX, United States. **(Top Student Paper, PR Division)**

**Capizzo, L.** (2017, August 9-12). *The first generation: Lessons from the public relations industry's first university-trained social media practitioners* [Paper presentation]. Association for Education in Journalism and Mass Communication 100th Annual Conference, Chicago, IL, United States. **(Top Student Paper, PR Division)**

**Capizzo, L.** (2017, May 25-29). *(Financial) crisis of confidence: The refocusing events of the great recession for financial journalism and media relations* [Paper presentation]. International Communication Association 67th Annual Conference, San Diego, CA, United States.

**Capizzo, L.** (2016, November 10-13). *The right side of history, inc.: Corporate public engagement and the Obergefell v. Hodges decision* [Paper presentation]. National Communication Association 103rd Annual Convention, Philadelphia, PA, United States. **(Top Student Paper, PR Division)**

#### **REFEREED CONFERENCE PANELS**

**Capizzo, L.** (Moderator), Edrington, C., Feistman, G., & Logan, N. (2022, March 24-25). *Shifting from CSR to CSA: Corporate and activist insights for professional communicators* [Conference panel]. Institute for Public Relations 4th annual IPR Bridge Conference, Washington, DC, United States.

Logan, N. (Moderator), Aghazadeh, S., Edrington, C., & **Capizzo, L.** (2021, Oct. 6). *ICONversations: Hot-button DEI Issues in PR* [Conference panel]. PRSA International Conference, Orlando, FL.

**Capizzo, L.** (Moderator), Aghazadeh, S., Edrington, C., Feistman, G., & Harrison, V. (2021, January). *Unbounding CSR in the classroom* [Conference panel]. Association for Education in Journalism and Mass Communication PR Division 3rd Annual Virtual Conference.

**Capizzo, L.** (Moderator), Austin, L., Dodd, M., Logan, N., & Moscato, D. (2020, November 19-22). *Corporate engagement at the crossroads of profit and purpose: CSA, CSR, and critical perspectives on the evolving role of public relations in social issue discourse* [Conference panel]. National Communication Association 106th Annual Convention, Indianapolis, IN, United States.

**COURSES  
TAUGHT**

**James Madison University**

SCOM 660/680: Risk & Crisis Communication (M.A.)  
(Spring 2021<sup>\*</sup>; Spring 2022)  
*\*Course redesign, <sup>^</sup>Online course*

SCOM 460: Public Relations Management  
(\*Fall 2019, Spring 2020, Spring 2021<sup>^</sup>, Summer 2021<sup>^</sup>)

SCOM 367: Advanced Public Relations Writing  
(Spring 2020; Spring 2022)

SCOM 362: Public Relations Theory  
(Summer 2020<sup>\*</sup>, Fall 2020<sup>^</sup>, Spring 2021<sup>^</sup>, Summer 2021<sup>^</sup>, Fall 2021)

SCOM 369: Topics in Engaged Public Relations  
*[Public Relations Student-Run Agency]*  
(Fall 2020<sup>\*</sup>, Fall 2021)

**University of Maryland**

COMM 353: New Media Writing for Public Relations  
(Fall 2018, Spring 2019)

COMM 331: News Writing for Public Relations  
(Spring 2018, Summer, 2018)

COMM 351: Public Relations Techniques  
(Fall 2017)

COMM 488I: Strategic Interviewing for the Career You Want  
(Winter 2017<sup>^</sup>, Spring 2017<sup>^</sup>, Summer 2017<sup>^</sup>, Fall 2018<sup>^</sup>)  
*Co-developed this online course with Dr. Lindsey Anderson*

COMM 107: Oral Communication: Principles and Practices  
(Instructor of Record: Fall 2015, Spring 2016, Fall 2016<sup>φ</sup>, Spring 2017<sup>φ</sup>)  
*<sup>φ</sup>Special section taught in partnership with the University of Maryland's Academy for Innovation & Entrepreneurship*

**INVITED &  
PROFESSIONAL  
PRESENTATIONS**

Guest Lecture: "Brandstanding in public relations" (April 2022). PUBR 380: Crisis Communication. East Tennessee State University, Johnson City, Tennessee (virtual).

Guest Lecture: "Crisis communication and IMC" (Feb. 2022). ENG355: Case Studies in Public Relations. Salve Regina University, Newport, Rhode Island (virtual).

Guest Lecture: "PESO & public relations professionalism" (Feb. 2022). CMA 411: Public Relations Campaigns. Hood College, Frederick, Maryland (virtual).

Guest Lecture: "PESO & public relations campaign planning" (Jan. 2022). COMM 473: Public Relations Campaigns. Penn State University (virtual).

Invited panelist: “Allies and the DEI Journey” (Oct. 2021). Institute for Public Relations’ Race in the PR Classroom series (virtual).

Guest Lecture: “Corporate social advocacy and social media in public relations” (Oct. 2021). MEJO 670H: Digital Advertising & Marketing (Honors). University of North Carolina, Chapel Hill (virtual).

Guest Lecture: “PESO implementation for public relations campaigns” (Oct. 2021). COM CM 701: Contemporary Public Relations (M.A. program). Boston University (virtual).

Guest Lecture: “Dialogue in PR Theory” (Sept. 2021). COMM 8560: Trends in Public Relations Theory and Research (M.A. program). Clemson University, Clemson, South Carolina (virtual).

Invited Lecture (Sydney Lectures series): “History and new directions for dialogue in public relations” (May 2021). University of New South Wales—Sydney, Australia (virtual).

Guest Lecture: Integrated Campaigns Using ROSTIR & PESO” (Feb. 2021). JMU 4040: Social Media Analytics. School of Communication, University of Nebraska—Omaha, Nebraska (virtual).

Guest Lecture: “Managing crises and issues in public relations: Theory and practice” (Nov. 2020). ADV 800: Advertising and Public Relations Theory (M.A. program). College of Communication Arts and Sciences, Michigan State University, East Lansing, Michigan (virtual).

Workshop Presenter: “Communicating justice: Disseminating our JEDI scholarship to non-academic audiences” (Oct. 2020). Center for Faculty Innovation, James Madison University.

Speaker: “Brandstanding: Navigating contentious issues while maintaining an authentic brand voice” (Oct. 2020). PRSA International Conference, Nashville, TN (virtual).

Speaker: “PR Theories, PR Management, and Managing Relationships” (Aug. 2020 & June 2021). PRSA National Capital Chapter. Accreditation in Public Relations training session (virtual).

Guest Lecture: “Integration and convergence in public relations campaigns,” (May, 2020). COMM 8005: Public Relations and Global Marketing Communication (M.A. program). Binus University, West Jakarta, Indonesia (virtual).

Guest Lecture: “Objectives in public relations campaign planning,” (March, 2020; Oct. 2020). CMA 411: Public Relations Campaigns. Hood College, Frederick, MD.

Invited Lecture: “Research in public affairs: A framework for effective communication planning and assessment” (Sept. 2018). United States Defense Information School (DINFOS), Ft. Meade, MD.

Guest Lectures: “PR Departments & PR Firms” and “Roles in Public Relations” (Spring 2018). COMM 201: Intro to Public Relations, Professor Erich Sommerfeldt, University of Maryland, College Park, MD.

Guest Lecture: “Messaging in Public Relations” (Oct. 2016; April 2017). COMM 351: Public Relations Techniques, Professor Susan Simon, University of Maryland, College Park, MD.

Guest Lecture: “Media Pitching: Purpose and Process” (April 2016; Sept. 2016; April 2018). COMM 351: Public Relations Techniques, Professor Pamela Grant, University of Maryland, College Park, MD.

Student Workshop: “Interacting with the Media 101” (March 2016; Oct 2016). Oral Communication Center Workshop Series, University of Maryland, College Park, MD.

Keynote: “Convergence in Public Relations” (Dec. 2014). PRSSA Student Development Conference, Eastern Michigan University, Ypsilanti, MI.

Professional Workshop: “Media Relations 101: Making the Most of Media” (Feb. 2014). Marketing & Lending Conference, Michigan Credit Union League, Grand Rapids, MI.

Professional Workshop: “Making Credit Union Communication Strategic” (Feb. 2014). Marketing & Lending Conference, Michigan Credit Union League, Grand Rapids, MI.

**DEPARTMENTAL,  
UNIVERSITY,  
& COMMUNITY  
SERVICE**

**Member, Academic Unit Personnel Advisory Committee (AUPAC)**, School of Communication Studies, James Madison University (Fall 2021-Spring 2022)

**Assistant Faculty Advisor, Bluestone Communications** (student-run PR firm), School of Communication Studies, James Madison University (Fall 2020-Spring 2022)

**School of Communication Studies Faculty Representative, DEI Strategic Planning Committee**, College of Arts & Letters, James Madison University (Spring 2021)

**Member, Graduate Committee**, School of Communication Studies, James Madison University (Spring 2020-Spring 2022)

**Faculty Advisor (2017-2018), University of Maryland Bateman PR Team** (PRSSA), Co-advisor (2016-2017)

**Graduate Student Representative**, PR Tenure Track Faculty Search Committee, Department of Communication, University of Maryland (Fall 2017)

**Graduate Student Board Departmental Representative**, Department of Communication, College of Arts & Humanities (ARHU), University of Maryland (Fall 2016, Fall 2017)



**Invited Professional Portfolio Reviewer**, Department of Communication, University of Maryland, COMM 483: Public Relations Senior Seminar, COMM 332: News Editing for Public Relations, COMM 331: News Writing for Public Relations (Fall 2015-Spring 2018)

**Invited Professional Panelist**, Michigan State University PRSSA (Fall 2013, Spring 2015)

**Invited Professional Panelist**, Eastern Michigan University PRSSA (Fall 2014)

**Professional Reviewer**, Michigan State University Professional Writing Senior Portfolios (Spring 2009, Spring 2010, Spring 2012, Spring 2014, Spring 2015)

**Communication Committee Member (volunteer)**, Mid Michigan Red Cross (2009-2011)

**M.A.  
COMMITTEE  
SERVICE (JMU)**

**Kaylin Mathes (2021-2022), Committee Chair**  
Clara Barnhardt (2021-2022), Committee Member  
Leah Tripp (2021-2022), Committee Member  
Laureta Ramaj (2020-2021), Committee Member  
Jasmine Tillman (2020-2021), Committee Member

**SERVICE FOR  
ACADEMIC &  
PROFESSIONAL  
ASSOCIATIONS**

**Associate Editor & Editorial Board Member**, *Journal of Public Relations Education* (2021-Present)

**Editorial Board Member**, *Journal of Public Relations Research* (2022-Present)

**Editorial Board Member**, *Case Studies in Strategic Communication* (2022-Present)

**Vice Chair**, Professional Freedom & Responsibility Committee, Public Relations Division, AEJMC (Fall 2021-present)

**Member**, Diversity, Equity, and Inclusion Committee, Public Relations Division, AEJMC (Fall 2020-Summer 2021)

**Chair & Committee Member**, Inez Kaiser Graduate Students of Color Award Committee, Public Relations Division, AEJMC (Fall 2020-Spring 2022)

**APR Committee Member**, Public Relations Society of America: National Capital Chapter (2020-present)

**Member**, PRIDE Committee, PR Division, NCA (2019-2020)

Graduate Student Committee, AEJMC PRD

**Faculty Liaison** (2019-2020)

**Co-chair** (2018-2019)

**Member** (2017-2018)

**Reviewer**, *Journal of International Risk & Crisis Communication Research* (2021-present): 1 article

**Reviewer**, *Journal of Public Interest Communication* (2020-present): 1 article

**Reviewer**, *Journal of Public Relations Education* (2020-present): 5 articles

**Reviewer**, *International Journal of Strategic Communication* (2019-present): 3 articles

**Reviewer**, *Public Relations Review* (2018-present): 14 articles

**Reviewer**, *Kentucky Journal of Communication* (2018): 1 article

**Reviewer**, *Journal of Public Relations Research* (2017-present): 5 articles

**Reviewer**, PR Division, AEJMC (2020-present)

**Reviewer**, PR Division, ICA (2017-present)

**Reviewer**, PR Division, NCA (2016-present)

**APR Adjudicator**, Public Relations Society of America: National Capital Chapter (2017-Present)

**APR Prep Educator**, Public Relations Society of America: National Capital Chapter (2016, 2017, 2020, 2021)

**APR Committee Member**, Public Relations Society of America: Detroit PRSA Chapter (2014-2015)

**APR Adjudicator**, Public Relations Society of America: Detroit Chapter (2014)

## **PROFESSIONAL AFFILIATIONS**

Association for Education in Journalism and Mass Communication (2016-present)

International Communication Association (2016-present)

National Communication Association (2015-present)

Public Relations Society of America (2008-present)

## **GRANTS, HONORS, AND AWARDS**

**Arthur W. Page Center, Legacy Scholar grant recipient (\$4,500):** “Examining Corporate Social Advocacy in the Context of Sustainability and Environmental Justice: An Application of Moral Decoupling Theory” (2022-2023)

**Top Faculty Paper Award**, National Communication Association, PR Division, 2021

**JMU College of Arts & Letters Faculty, Mini-Grant recipient (\$1,500):** “Rising temperatures and polarized engagement: Examining corporate

social advocacy in the contexts of climate change and racial justice” (2021-2022)

**Professor of the Year (2020-2021)**, School of Communication Studies, James Madison University, *Presented by Lambda Pi Eta (Communication Honors Society of the National Communication Association)*

**Arthur W. Page Center, Legacy Scholar grant recipient (\$1,550):** “Extending Civic Values in Architectures of Listening: Arendt, Mouffe, and the Pluralistic Imperative for Organizational Listening” (2020-2021)

**Top Faculty Paper Award**, International Communication Association, PR Division, 2021

**Top Faculty Paper Award (2)**, National Communication Association, PR Division, 2020

Goldhaber Travel Award, The Graduate School, University of Maryland, 2018

**Top Student Paper Award**, National Communication Association, PR Division, 2017

**Top Student Paper Award**, Association for Education in Journalism and Mass Communication, PR Division, 2017

Outstanding Graduate Assistant Award, The Graduate School, University of Maryland, 2017

Outstanding Teaching Award, Department of Communication, University of Maryland, 2017

**Top Student Paper Award**, National Communication Association, PR Division, 2016

Dean’s Fellowship, University of Maryland, 2015-2020 (\$25,000)

First Place, 2007 MSU Undergraduate Research and Arts Forum

Genevieve Gillette Fellowship, 2006: Honors College, Michigan State University: Supported undergraduate research (\$2,000)

Phi Beta Kappa, inducted 2007