

Faculty profile



Luke Capizzo

Expertise areas

- Social Issues Management
- Corporate Social Advocacy
- Dialogue
- Organizational Listening
- Public Relations

Possible collaboration disciplines

- Trulaske College of Business, Management Department
- Trulaske College of Business, Marketing Department
- Behavioral Science, Social Justice

Luke Capizzo, Ph.D., APR, is an assistant professor of strategic communication and public relations. A PR researcher, educator, and practitioner, his scholarly interests include (1) social issues management; (2) theory building in activism, DEI, dialogue, and organizational listening; and (3) the public relations profession, scholarship, and pedagogy. Broadly, his research examines the potential societal contributions of organizations through the public relations function.

Capizzo stays active with the Public Relations Society of America (PRSA), through which he earned an Accreditation in Public Relations (APR) in 2014. Prior to graduate studies, he practiced public relations for eight years in a variety of industries, serving in both agency and in-house roles. With Regina Luttrell (Syracuse University), he is the author of two public relations textbooks — *Public Relations Campaigns: An Integrated Approach* and *The PR Agency Handbook* — both with Sage. He currently has a book under contract with Routledge focusing on public relations and social impact.

Current research

Corporate social advocacy — the concept of a brand or business taking a public stance on polarizing social issues as a part of their public relations efforts. While his work has looked at the topic from a number of angles, a current grant-supported project focuses on the challenges multinational organizations face when operating in several countries, each with different social norms and expectations.



Learn more about Luke on the J-School website



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