

Skye Chance Cooley, Ph.D.

Assistant Professor, School of Media and Strategic Communications
Oklahoma State University

206 Paul Miller Journalism Building
Stillwater, OK 74078

Phone: 225-241-6409

Email: skye.c.cooley@gmail.com

Website: <http://mesagroup.okstate.edu/>

RESEARCH FOCI

Media Narrative Analysis
Psycho-Physiological Coherence
Applied Mixed Methodological Designs

EDUCATION

Ph.D., Communication, The University of Alabama, May 2011.

Master of Mass Communication, Louisiana State University, May 2008.

B.S., Political Science, Louisiana State University, December 2005.
(Major: International Affairs; Minor: International Studies)

PROFESSIONAL EXPERIENCE

Assistant Professor, Strategic Communications, Oklahoma State University, Stillwater OK
(2017-present).

Co-founder and Lead Researcher, Media Ecology and Strategic Analysis (MESA) Group (2017 -
present).

Assistant Professor, Communications, Mississippi State University, Mississippi State, MS
(2011-2017).

Research Affiliate, Strategic Multi-Layer Assessment (SMA) group (2014-present).

Flash Reporter for the Olympic News Service (ONS), Sochi, Russia (2014 Olympic Winter
Games).

RESEARCH SUPPORT

PI, The Vaccine Confidence Fund, Global Impact. "Modeling Vaccine Confidence Interventions
for Marginalized Migrant Communities: A Mixed Method Approach to Leveraging Social Media
Narratives." \$190,750 (September 2021 – March 2022).

PI, Oklahoma State University College of Arts and Sciences Research (ASR) Seed Grant.
"Measuring Group Coherence in Red Teaming Simulations." \$9,094 (July 2021 - June 2022).

Co-PI, Department of Homeland Security; Borders, Trade, and Immigration (BTI) Institute. "Mexican and Northern Triangle Perspectives on Migration: Identifying and Assessing Strategic Narrative Alignment." \$185,175.85 (January 2020 – December 2020).

Co-PI, Department of Homeland Security, "Motivations & Perspectives of Northern Triangle Migration to the United States: Narrative Analysis of Central American Media." \$32,643 (January 2019-June 2019).

PI, Department of Homeland Security, Strategic Multi-Layer Assessment, "Global Narratives on the Future of Competition & Conflict: A Media Ecology and Strategic Assessment." \$90,000 (November 2018-August 2019).

Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, "Global Media Monitoring on DPRK and Afghanistan." \$65,000 (July 2018-June 2019).

Co-PI, Department of Homeland Security, Strategic Multi-Layer Assessment, "Global Media Messages about Space." \$48,358 (August 2017-May 2018).

Co-PI, Mississippi Space Grant Faculty Research Award Committee (NASA), Department of Sciences and Mathematics, Mississippi University for Women. \$2,000 (August 2014).

Co-PI, Plank Center, "Leadership in the classroom: An examination of exposure to leadership theory and training in public relations curricula." \$3,373 (August 2011- May 2012).

PROFESSIONAL CERTIFICATIONS

Certificate of Participation CAS Online Development Course in online course instruction, 2022

Resilience Advantage Training Certification, HeartMath Institute, 2021

Peace Operations Specialized Training Certificate in Civilian Service (POST), United Nations, 2015

- Principles and Guidelines for UN Operations
- Core Pre-deployment Training Materials
- Introduction to UN Systems: Orientation for Serving on a UN Field Mission
- Protection of Civilians
- Ethics in Peacekeeping
- Disarmament, Demobilization, and Reintegration: Principles of Intervention and Management in Peacekeeping Operations
- The Conduct of Humanitarian Relief Operations: Principles of Intervention and Management
- United Nations Civil-Military Coordination (UN-CIMIC)

Accredited in Public Relations (APR) by Universal Accreditation Board, 2014

PUBLICATIONS

Books

Johnson, J., Cooley, S., Cooley, A., & Hinck, R. (*forthcoming*). *Narrative Worldviews of Central American Migration*. Common Ground Research Networks.

Hinck, R., Cooley, A., Cooley, S.C., & Kitsch, S. (2021). *The Future of Global Competition*:

Ontological Security and Narratives in Chinese, Iranian, Russian, and Venezuelan Media. Routledge.

Hinck, R., Cooley, S.C., Kluver, R. (2019) *Global media and strategic narratives of contested democracy: Chinese, Russian, and Arabic media narratives of the US Presidential Election*. New York, NY. Routledge.

Peer-Review Book Chapters

Cooley, S.C. (2016). Domestic Propaganda and Press Support: Examining the Obama Administration's Handling of the 2009 North Korean Nuclear Test. In *North Korea: Political, Economic, and Social Issues*. Hauppauge, NY: Nova Science Publishers, Inc.

Cooley, S.C. & Jones, A. (2014). A Forgotten Tweet: Somalia and Social Media. In Paterson C. (Ed.), *Journalism and Social Media in Africa: Studies in Innovation and Transformation* (Chp 6). Routledge, Taylor & Francis Group. (Special Edition- Reprint of existing article).

Blind Peer-Review Journal Articles

Cooley, S.C., McGuire, J., & Senat, J. (2022). Ready Instructor One: Development of an ESports communication certificate at Oklahoma State University. *Journal of Media Education*, 13 (2), 5-12.

Cooley, A.B. & Cooley, S.C. (2020). Child's Play: Cooperative Gaming as a Tool of Deradicalization. *Journal for Deradicalization*, 23, 96-133.

Cooley, S.C., Hinck, R., & Sample, E. (2020). Northern triangle and Mexican news media perspectives on the migration crisis: strategic narrative and the identification of good action. *Migration and Development*, <https://doi.org/10.1080/21632324.2020.1756713>

Hinck, R., & Cooley, S.C., (2020). North Korean Media Penetration and Influence in Chinese and Russian Media: Strategic Narratives During the 2017–2018 Nuclear Confrontation. In, Talking With the 'Hermit Regime.' *International Journal of Communication*, 14. February. <https://ijoc.org/index.php/ijoc/article/view/10905>

Kluver, R., Cooley, S.C., & Hinck, R. (2018). Contesting strategic narratives in a global context: The world watches the 2016 U.S. election. *International Journal of Press/Politics*, July, 1-23. <https://doi.org/10.1177/1940161218786426>

Hinck, R., Kluver, R. & Cooley, S.C. (2018). Russia re-envisions the world: strategic narratives in Russian broadcast and news media during 2015. *Russian Journal of Communication*, 10(1), 21-37. <https://doi.org/10.1080/19409419.2017.1421096>

Cooley, S. C., and Stokes, E. C. (2018). Manufacturing resilience: An analysis of broadcast and web-based news presentations of the 2014-2015 Russian economic downturn. *Global Media and Communication*, 14(1), 123-139. <https://doi.org/10.1177/1742766518759798>

Damm, E., & Cooley, S.C. (2017). Resurrection of the Russian Orthodox Church: Narrative analysis of the Russian national myth. *Social Science Quarterly*, 98(3), 942-957. <https://doi.org/10.1111/ssqu.12429>

Cooley, S.C., Stokes, E., & Gines, A. (2016). Battle of the Brand: How Twitter users in the Arab world challenge ISIL. *Romanian Journal of Marketing*, (2), 11-23.

Cooley, S.C., Walton, L.R., & Conrad, K. (2014). Leadership in the Classroom: An Examination of Exposure to Leadership Theory and Training in Public Relations Course Curricula. *Journal of*

School Public Relations, 35(4). <https://doi.org/10.3138/jspr.35.4.431>

Jones, A. & Cooley, S.C. (2014). Beyond Beauty and Brawn: Winter Olympic Athletes Tackle Gender Stereotypes. *Women, Identities and Culture*, 1(1), 4-9.

Cooley, S.C. & Goodman, M. (2014). The Hegemonic Dance Partners: U.S. and North Korea. *Media Watch*, 5(3), 295-305. <https://doi.org/10.1177/09760911201403>

Warren, S. T., Lim, J.S., Nicholson, J., Ryalls, E.D., Cooley, S.C., Goodman, M., Oppenheimer, B., Codling, J., Robinson, T., & Kyles, L. (2013). The Effect of Participants Race and Gender on Perceptions of STEM and Non-STEM Images of Women. *The International Journal of Science in Society*, 4(3), 63-73.

Cooley, S.C. & Jones, A. A (2013). Forgotten Tweet: Somalia and Social Media. *Ecquid Novi African Journalism Studies*, 34(1), 68-82. <https://doi.org/10.1080/02560054.2013.767425>

Walton, L., Cooley, S.C., & Nicholson, J. (2012). Analyzing BP's Twitter Response to the Deep Water Horizon Accident Using Coombs SCCT, *Public Relations Journal*, 6(4).

Parcell, L.M., Lamme, M.O., & Cooley, S.C. (2011). Learning from the Trades: Public Relations, Journalism, and News Release Writing, 1945-2008. *American Journalism*, 28(2), 81-111. <https://doi.org/10.1080/08821127.2011.10678196>

Cooley, S.C. & Cooley, A.B. (2011). An examination of the situational crisis communication theory through the General Motors bankruptcy. *Journal of Media and Communication Studies*, 3(6), 203-211.

Zhou, S., Yan, Y. & Cooley, S.C. (2011). Damsel in Distress: Dramatization and Sensationalism in American Kidnapping Stories. *China Media Report Overseas*, 7(1), 66.

Besova, A. & Cooley, S.C. (2009). Foreign news and public opinion: Attribute agenda-setting theory revisited. *Ecquid Novi*, 30 (2), 219-242. <https://doi.org/10.1080/02560054.2009.9653403>

Broussard, J. & Cooley, S.C. (2009). Ebony's Era Bell Thompson travels the world to tell the true story. *American Journalism*, 26(1), 7-30. <https://doi.org/10.1080/08821127.2009.10677690>

Broussard, J. & Cooley, S.C. (2009). William Worthy: The Man and the Mission. *Journalism Studies*, 10 (3), 386-400. <https://doi.org/10.1080/14616700802636227>

Invited Book Chapters

Cooley, S.C. & Damm, E. (2017). Somalia and Social Media. In M. Andrews (Ed.), *Online around the World: A Geographic Encyclopedia of the Internet, Social Media, and Mobile Apps*. University of Michigan Department of History.

Broussard, J. & Cooley, S.C. (2010). Henry Perry. In P. McNeely, D. Tuyl, & H. Shulte (Ed.), *Knights of the Quill: Confederate Correspondents and their Civil War Reporting*. Purdue University Press.

Military and Trade Publications

Cooley, A., Cooley, S., Kitsch, S. & Hinck, R. (2021, January). Understanding Mass Self-Communication. NSI. <https://nsiteam.com/understanding-mass-self-communication/>

- Bragg, B., Cooley, S., Cooley, A., Hinck, R., & Kitsch, S. (2021, January). Transactional Communication Model. NSI. <https://nsiteam.com/transactional-communication-model/>
- Kluser, Z., Cooley, S., Hinck, R., & Cooley, A. (2020, December). Propaganda: Indexing and Framing and the Tools of Disinformation. NSI. <https://nsiteam.com/propaganda-indexing-and-framing-and-the-tools-of-disinformation/>
- Kitsch, S., Cooley, S., Hinck, R., & Cooley, A. (2020, November). Inoculation Theory. NSI. <https://nsiteam.com/inoculation-theory/>
- Cooley, S., Cooley, A., Hinck, R., & Kitsch, S. (2020, November). Communicative Power in a Globalized “Network Society.” NSI. <https://nsiteam.com/communicative-power-in-a-globalized-network-society/>
- Cooley, A., Cooley, S., Hinck, R., & Kitsch, S. (2020, November). Influencing Public Behavior: Takeaways from Public Communication Scholarship. NSI. <https://nsiteam.com/influencing-public-behavior-takeaways-from-public-communication-scholarship/>
- Hinck, R., Ehrl, M., Stefanism, W., Kitsch, S., Cooley, A., & Cooley, S. (2020, February). Media Reporting on Egypt’s Economy and Bailout Narratives: The Role of Egyptian, Chinese, and Russian Media Narratives in Solving Egypt’s Economic Crisis. NSI. <https://nsiteam.com/media-reporting-on-egypts-economy-and-bailout-narratives-the-role-of-egyptian-chinese-and-russian-media-narratives-in-solving-egypts-economic-crisis/>
- Cooley, A.B., Cooley, S.C., Hinck, R.S., & Kitsch, S.R. (2020, March). Child’s Play: Cooperative Games as Tools of Deradicalization. A Media Ecology & Strategic Analysis (MESA) Group Report. NSI. <https://nsiteam.com/childs-play-cooperative-games-as-tools-of-deradicalization/>
- Cooley, S. C., Hinck, R. S., Kitsch, S. R., & Cooley, A. B. (2019, November). The Future of Global Competition & Conflict Comparative Analysis: A Media Ecology & Strategic Analysis (MESA) Group Report. NSI. <https://nsiteam.com/the-future-of-global-competition-conflict-comparative-analysis-a-media-ecology-strategic-analysis-mesa-group-report/>
- Cooley, S.C. (2019). Russian Narratives Related to Global Competition. In, Kuznar, E., Popp, G., & Canna, S. “Using Narratives to Shape Chinese and Russian Behavior.” A Future of Global Competition and Conflict Virtual Think Tank (ViTTa) Report. <https://nsiteam.com/using-narratives-to-shape-chinese-and-russian-behavior-a-future-of-global-competition-and-conflict-virtual-think-tank-report/>
- Cooley, S.C., Hinck, R., & Utterback, R. (2019). Jammu and Kashmir Reach Back: Media Analysis of Extremist Activities in Indian and Pakistani News. A Media Ecology & Strategic Analysis (MESA) Group Report. NSI. September. <https://nsiteam.com/jammu-and-kashmir-reach-back-media-analysis-of-extremist-activities-in-indian-and-pakistani-news/>
- Cooley, S.C., Hinck, R., & Sample E. (2019). Chapter 17. The Central American "Cycle of Violence:" Understanding the Catalysts of Migration as a Gray Rhino. A Media Ecology & Strategic Analysis (MESA) report. In, Ligon, G., Jones,R, & Yager, M. “The Age of Disruption: How Power Shifts Create More Conflict.” A Strategic Multilayer Assessment (SMA) Periodic Publication. August. <https://nsiteam.com/the-age-of-disruption-how-power-shifts-create-more-conflict/>
- Cooley, S. C., Hinck, R., Kitsch, S. R., & Cooley, A. B. (2019, August). Iranian Media Narrative Perspectives on the US and Global Competition: A Media Ecology & Strategic Analysis (MESA) Group Report. NSI. <https://nsiteam.com/iranian-media-narrative-perspectives-on-the-us-and-global-competition/>

Cooley, S.C., & Hinck, R. (2018, December). Media narrative analysis: Iranian, Russian, and Chinese news coverage of the future of Afghanistan. Phase III Integrated Report to Strategic Multilayer Assessment. NSI. <https://nsiteam.com/media-narrative-analysis-iranian-russian-and-chinese-news-coverage-of-the-future-of-afghanistan/>

Hinck, R., Cooley, S.C., Stokes, E., & Kluver, R. (2018, September). Narratives before and after the 2018 North Korea-United States Summit. An analysis of Chinese and Russian news media coverage of events on the Korean Peninsula. Report to Strategic Multilayer Assessment. NSI. <https://nsiteam.com/narratives-before-after-the-2018-north-korea-united-states-summit/>

Cooley, S.C., Kluver, R., & Stokes, E. (2018, May) Outer Space and the Media Space: Russian & Chinese news media presentations of the commercialization and militarization of the space domain. Report to Strategic Multilayer Assessment office of the Department of Defense made to the National Consortium for the Study of Terrorism and Responses to Terrorism (START). NSI. <https://nsiteam.com/outer-space-in-the-media-space/>

Hinck, R., Kluver, R., & Cooley, S.C., (2017, July). Media Visions of the Gray Zone: Contrasting Geopolitical Narratives in Russian and Chinese Media. Report to Strategic Multilayer Assessment office of the Department of Defense made to the National Consortium for the Study of Terrorism and Responses to Terrorism (START). NSI. <http://nsiteam.com/media-visions-of-the-gray-zone/>

Hinck, R., Manly, J., Kluver, R., Cooley, S.C., & Stokes, E. (2016, January) Geopolitical Visions in Russian Media: Report to USEUCOM Strategic Multilayer Assessment. NSI. <http://nsiteam.com/geopolitical-visions-in-russian-media/>

Research Reports/ White Papers

Cooley, S., Hwang, J., Cooley, A., Hinck, R., Johnson, J., & Aguirre, P. (March, 2022). *Modeling Vaccine Confidence Interventions for Marginalized Migrant Communities: A Mixed-Method Approach to Leveraging Social Media Narratives*. The MESA Group. https://mesagroup.okstate.edu/images/FINAL_REPORT.pdf

Cooley, S., Hinck, R., Cooley, A.B., Kitsch, S., Utterback, R., & Johnson, J. (January, 2021). *Mexican and Northern Triangle Perspectives on Migration: Identifying and Assessing Strategic Narrative Alignment*. The MESA Group. https://mesagroup.okstate.edu/images/Final_Report_-_Mexican_and_Northern_Triangle_Perspectives_on_Migration.pdf

ACADEMIC PRESENTATIONS

Blind-Review Academic Conference Presentations

Cooley, A., Hwang, J., Hinck, R., & Cooley, S. (2022, November). *Ingroup Favoritism Surrounding the COVID-19 Vaccine among Hispanics: An Experimental Study*. Paper to be presented at the National Communication Association (NCA) 108th Annual Convention, New Orleans, Louisiana.

Hwang, J., Cooley, A., Cooley, S., & Hinck, R. (2022, November). *The Effects of the Culturally Tailored Narratives on COVID-19 Vaccine Confidence Among Hispanics: A Randomized Online Experiment*. Paper to be presented at the National Communication Association (NCA) 108th Annual Convention, New Orleans, Louisiana.

Melero, E., Clark, C., Norton, K., O'Brien, M., Rotha, J., Wong, Y. W., Cooley, A., & Cooley, S.

(2022, July). *Forecasting Resilience: A Future-Hunter Approach to a Prosperous Central America*. Paper presented at the 15th Global Studies Conference, Athens, Greece.

Cooley, S., Hinck, R., Johnson, J., Kitsch, S., & Cooley, A. (2022, May). *Triangulating Northern Triangle Migration Narratives across Interview and News Media Data*. Paper presented at the 72nd Annual International Communication Association (ICA) Conference, Paris, France.

Hwang, J., Johnson, J., Hinck, R., Aguirre, P., Cooley, S., & Cooley, A. (2022, May). *Uncovering COVID-19 Vaccine Narratives within US Hispanic Migrant Communities*. Abstract, presented at the 72nd Annual International Communication Association (ICA) Conference, Paris, France.

Farve Deer, A., Senat, J., Cooley, S., Johnson, J. (2022, March). *A Free Press in Indian Country: The Relationship Between Muscogee (Creek) Press Protections and Muskoke Media Content*. AEJMC Midwinter Conference. Norman, Oklahoma.

Ehrl, M., Hinck, R., & Cooley, S.C. (2021, July). *Transnational Public Spheres via Strategic Policy Narratives: Afghanistan's Political Role in Chinese, Russian, and Iranian Media Discourses*. Paper presented to the International Association for Media and Communication Research (IAMCR, Nairobi).

Cooley, A. B., & Cooley, S. C. (2020, November). *The Human Impact: Lessons Learned on Reducing Illegal and Irregular Migration Through Policies*. Paper presented at the International Studies Association (ISA) Midwest.

Cooley, S. C., Cooley, A. B., Hinck, R. S., & Kitsch, S. R. (2020, January). *Visions on the Future of Global Order: Towards the Need for Great Diplomacy*. Paper presented at the Global Ties National Meeting, Washington, D.C.

Cooley, S. C., Hinck, R. S., Cooley, A. B., & Kitsch, S. R. (2020, January). *Strategic Narratives on Global Competition: How Russian & Chinese Media Present Challenges to US Influence Amid A Changing Global Order*. Paper presented at the Ohio State University Mershon Center for International Security Studies, Great Power Competition and Conflict Conference, Columbus, OH.

Cooley, S.C. (2019). *Virtuous Strategic Communication: An Ethical Model of Organizational Introspection for Communication-based Practices*. *International Conference on Media and Society*. November 26-27. Sarawak, Malaysia.

Cooley, S.C., Hinck, R., & Sample, E. (2019). *Northern Triangle News Media Perspectives on the Migration Crisis: Strategic Narrative and the Identification of Good Action*. Mass Communication Division. *National Communication Association 105th Annual Convention*. November 14-17. Baltimore, Maryland.

Cooley, A. B., Cooley, S. C., Hinck, R. S., & Kitsch, S. R. (2019, June). *Global Narratives on the Future of Competition and Conflict: Russian Narratives*. *Twelfth Global Studies Conference*. Jagiellonian University, Institute of European Studies. Krakow, Poland.

Cooley, S.C., Loehwing, M., & Shoup, B. (2018). *Deliberative Play: Developing Civic Trust and Communicative Abilities through Collaborative Gaming*. Political Communication Division. *National Communication Association 104th Annual Convention*. November 9-11. Salt Lake City, Utah.

- Loehwing, M., Cooley, S.C., Cooley, A., Shoup, B. (2018). Sc19: Teaching Public Deliberation through Role-Playing Games. Short Courses. *National Communication Association 104th Annual Convention*. November 9-11. Salt Lake City, Utah.
- Loehwing, M., Cooley, S.C., Desai, K., & Adamson, A. (2018). Civic Gaming: A Simulation-Based Approach to Building Stronger Democratic Communities. *Game Studies III: Teaching through Games. Popular Culture Association National Conference*. March 28. Indianapolis, IN.
- Hinck, R., Kluver, R., & Cooley, S.C. (2017). Russia re-envisioning the World: Geopolitical mythologies in Russian media. *Articulating Identity, Prejudice, and Nationalism in Eastern Europe and Russia. National Communication Association 103rd Annual Convention*. November 16-19. Dallas TX.
- Kluver, R., Cooley, S.C., & Hinck, R. (2017) The World Watches the US Election: Comparing Global Media Perspectives on the US Presidential Election. *Third Annual International Journal of Press/Politics conference*. September 27-29, Oxford, England.
- Damm, E., Roshelli, E., Jones, A., & Cooley, S.C. (2017). Mass Migration and the Media. *Convergence and Divergence of Global Media Narratives Towards a Working Model. Border Security, Migration, Trade and Travel. 10th Anniversary Homeland Defense and Security Education Summit*. March 23-24, 2017. George Mason University, Arlington Campus
- Stokes, E., Williams, R., & Cooley, S.C. (2016). Putin's War in Syria: Russian Media and the Justifications of Intervention. *Communicating with New Power Blocs. International Communication Association (ICA) 2016 Preconference*. June 8, 2016. Aoyama Gakuin University. Tokyo, Japan.
- Stokes, E.C., & Cooley, S.C. (2016). Russian News Media's Framing of the Eurasian Economic Union: Analyses of Broadcast and Web-based News Presentations of the Relationship between Russia and the EEU. *Media and International Politics*. Southwestern Social Science Association. March 24-27, 2016. Las Vegas, Nevada.
- Damm, E. & Cooley, S.C. (2016). Rebuilding the ROC: Russian National Identity and the Revived Russian Orthodox Church. *The New World of Comparative Political Communication* scholarly conference. May 5th-6th. College Station, Texas. Texas A&M University.
- Cooley, S.C. & Stokes, E. (2015). The Russian Economy: An Analysis of Broadcast and Web-based News Presentations of the 2014-2015 Russian Economic Downturn. *Development and Resilience in Communication*. Global Fusion conference. October 23-25. College Station, Texas.
- Nicholson, J., Cooley, S.C., & Duck, S. (2015). Media Ecology, Message Design Logic, and STEM: Analysis, interpretation, and speculation. *Message and Design in the Classroom. The 16th Annual Convention of the Media Ecology Association*. Kaleidoscope of Media and Community. June 11-14. Denver, Colorado.
- Cooley, S.C. & Stokes, E. (2015). Battle of the Brand: How Twitter users in the Arab World challenge ISIL. *International Cultural Communication Division. National Communication Association (NCA) 101st Annual Convention*. Las Vegas, Nevada.
- Nicholson, J., Cooley, S.C., Ryalls, E., Goodman, M., Oppenheimer, B., Wax, B., & Horton, H. (2015). Message Design Logic: Quantitative External Validation and Correlates. *Applied Communication Division. 85th Southern States Communication Association Convention*, April 8-12 Tampa, Florida.
- Cooley, S.C. & Stokes, E. (2015). The Security Blanket Sermons: Examining Pastor Leadership and the Issue of Science. *Religion and Culture Division. PCA/ACA National Conference*. New Orleans, Louisiana.
- Cooley, A. & Cooley, S.C. (2014). Fiddling While the Fiscal Fire Burns: An Analysis of Agenda

Building and the Partisan Framing of the Fiscal Cliff. Political Communication Interest Group. *Association for Education in Journalism and Mass Communication* (AEJMC) conference. Montreal, CA.

Jones, A. & Cooley, S.C. (2014). Beyond Beauty and Brawn: Winter Olympic Athletes Tackle Gender Stereotypes, *10th Biennial Society for the Psychological Study of Social Issues*. Portland, OR. June 27-29.

Cooley, S.C. & Goodman, M. (2014). Propaganda as Public Policy in U.S. and DKPR Relations. *12th Annual International Conference on Communication and Strategic Support*. April, 2014. Athens, Greece.

Smith, L. & Cooley, S.C. (2013). Visualizing London: Analyzing Gender and Race on International Websites During the 2012 Olympics. *International Communication Association* (ICA) conference, London, May 2013.

Cooley, S.C. & Jones, A. (2013). Syria, Libya and the Obama Administration: Press Tactical and Strategic Support. *11th Annual International Conference on Communication and Strategic Support*. April, 2013. Athens, Greece.

Smith, L. & Cooley, S.C. (2012). Touchdown! A Pilot Study of Fantasy Football and Enjoyment. *Broadcast Education Association 2012 Conference*, Las Vegas, Nevada.

Cooley, S.C. (2012). Examining Distance: A Theory to Analyze Time and Salience in Media Attribute Assignment. *Southern States Communication Association*, Top Papers in Communication Theory. San Antonio, Texas.

Walton, L., Cooley, S.C., & Nicholson, J. (2012). Analyzing BP's Twitter Response to the Deep Water Horizon Accident Using Coombs SCCT, *15th Annual International Public Relations Research Conference*. Miami, 2012.

Jones, A. & Cooley, S.C. (2012). Athletes that Sparkle: An Analysis of Gender Stereotypes in the Televised Coverage of the 2010 Men's and Women's Olympic Figure Skating Events, *5th Annual Peoria Summit on Communication and Sport*, 2012, Bradley University.

Cooley, S.C. & Jones, A. (2012). A Forgotten Tweet: Somalia and the Failures of Social Media. *Broadcast Education Association 2012 conference*. Las Vegas, Nevada.

Zhou, S., Cooley, S. C., Naidoo, J., & Ezell, J. (2011). Victimization and drama in news coverage of kidnapped victims. Paper presented at the annual meeting of the Broadcast Education Association (BEA) conference, Las Vegas, NV.

Cooley, S. C., Zhou, S., & Naidoo, J. (2010). Amber alert: A comprehensive analysis of broadcast and print media coverage of missing children. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) conference, Denver, CO.

Cooley, S.C. & Smith, L. (2010). International faces: An analysis of self-inflicted face-ism in online profile pictures. Paper presented at the annual meeting of the International Communication Association (ICA), Singapore.

Cooley, S.C. (2010). A radical campaign: Third party politics of the 1848 Presidential election. Paper presented at the Auburn University Diversity Research Initiative, Auburn, AL.

Riechart, L. & Cooley, S. C. (2010). International faces? An analysis of self-inflicted face-ism on Facebook for Russia and the United States. Paper presented at the annual meeting of the Southern States Communications Association (SSCA) conference, Memphis, TN.

Cooley, S. C. & Riechart, L. (2010). An examination of self-presentation using online profile photos on Facebook in the United States and Russia. Paper presented at the annual meeting of the Southern States Communications Association (SSCA) conference, Memphis, TN.

Cooley, S. C. & Riechart, L. (2010). No laughing matter: A comparison of the news agendas set by the O'Reilly Factor and the Colbert Report. Paper presented at the annual meeting of the Southern States Communications Association (SSCA) conference, Memphis, TN.

Cooley, S.C. (2010). Invited speaker for the panel: Political communication of recent events. Presented at the Southern States Communications Association (SSCA) conference, Memphis, TN.

Lamme, M., Gower, K., & Cooley, S.C. (2009). 'Our costume': Women, dress reform, and the press, 1850-1900. Paper presented at the annual meeting of the American Journalism Historians Association (AJHA) conference.

Riechart, L., & Cooley, S. C. (2009). Type up, speak out! An analysis of the spiral of silence on an online opinion forum. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) conference, Boston, MA.

Jones, A., & Cooley, S. C. (2009). Men, women, and sports: Revisited. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) conference, Boston, MA.

Parcell, L., Lamme, M., & Cooley, S. C. (2009). Learning from the trades: Public relations, journalism, and news release writing, 1945-2008. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) conference, Boston, MA.

Duke, A., Nichols, C., & Cooley, S.C. (2009). From Barbie and Sponge Bob to body image and sex: Advertising appeals to teenagers, adolescents & children. Paper presented at the annual meeting of the National Communication Association (NCA) conference, Chicago, IL.

Cooley, S.C., & Besova, A. (2009). A not so distant past: An examination of distance and salience in media attribute assignment and agenda building. Paper presented at the annual meeting of the National Communication Association (NCA) conference, Chicago, IL.

Riechart, L., & Cooley, S.C. (2009). Face-ism on Facebook: An analysis of self-inflicted face-ism in online profile pictures. Paper presented at the annual meeting of the International Communication Association (ICA) conference, Chicago, IL.

Cooley, S.C., & Besova, A. (2009). Entertainment media and 'backstage' event framing: How 24 defines torture. Paper presented at the annual meeting of the Southern States Communication Association Conference (SSCA) conference, Norfolk, VA.

Broussard, J., & Cooley, S.C. (2008). William Worthy: The man and the mission. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) conference, Chicago, IL.

Besova, A., & Cooley, S.C. (2008). Foreign news and public opinion: Attribute agenda-setting theory revisited. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) conference, Chicago, IL.

Broussard, J., & Cooley, S.C. (2007). Henry Perry. Paper presented at the Symposium on the 19th Century Press, the Civil War, and Free Expression, Chattanooga, TN.

Broussard, J., & Cooley, S.C. (2007). Ebony's Era Bell Thompson travels the world to tell the true story. Paper presented at the annual meeting of the American Journalism Historians Association (AJHA) conference, Richmond, VA.

Invited Academic Panel Presentations

Cooley, S.C. & Stokes, E. (2017). Russia Views the U.S. Election. Making Sense of Election 2016. Aggie Agora conference, February 2-4. Bryan Texas, Texas A&M University.

Cooley, S.C., Stokes, E., & Jackson, C. (2016). Russian and the Baltics: News Media and Social Media Conversations on Russian Involvement in Latvia, Lithuania, and Estonia. Voices from the Shadow: The Intersection of Social Media, Storytelling & Power. *Broadcast Education Association* 2016 conference, Apr 18, 2016. Las Vegas, Nevada.

Cooley, S.C. & Gines, A. (2015). ISIS and Recruitment Using Social Media. Social Media vs. Legacy Media in the New Multi-Gated Media Landscape Panel. *Broadcast Education Association 2015 Conference*, Las Vegas, Nevada.

Cooley, S.C. & Smith, K.D. (2012). In the Huddle: SCCT Analysis of NFL and Players' Association 2011 Lockout Strategies. *Southern States Communication Association*, Political Communication Panel.

MILITARY AND GOVERNMENT PRESENTATIONS

Invited Panel Presentations and Invited Research Talks

Cooley, S.C., Cooley, A.B., & Hinck, R.S. (2021, May). *Mexican and Northern Triangle Perspectives on Migration: Identifying and Assessing Strategic Narrative Alignment*. Research project presented at the Borders, Trade and Immigration (BTI) Annual Conference.

Bragg, B., Cooley, S.C., & Elder, B. (2019, November). Strategic Multilayer Assessment. "Future of Global Competition and Conflict Conclusions of Effort." Panel Discussion (Part 2 of 2). November 2.

Cooley, S.C., Kuznar, L. Bragg, B., Stevenson, J., Petrov, P., Johnston, K., Barfield, T., & Ahmadzai, S.J. (2019, February). Strategic Multilayer Assessment. "Stability, Reconciliation, and Reintegration Research Findings. SMA CENTCOM Afghanistan Panel Discussions. February 15.

Cooley, S., & Hinck, R. S. (2018, October). Global Media Narrative Analysis. Center for Accelerating Operational Efficiency (CAOE). Annual Meeting. October 4.

Canna, S., Cooley, S.C., Hinck, R., Krakar, J., Pagano, S. (2018, July). Strategic Multilayer Assessment of Stability Pathways in Afghanistan. SMA CENTCOM Afghanistan Panel Discussions. Phase I Insights. July 20.

Cooley, S., & Hinck, R. S. (2018, July). "Comparisons of News Presentations of Afghanistan in Russian and Chinese Media." SMA CENTCOM Speaker Series.

Cooley, S.C., Kluver, R., Stokes, E. (2018, May). Outer Space in the Media Space: Russian and Chinese News Media Presentations of the Commercialization and Militarization of the Space Domain. SMA Space Speaker Series. May 9.

Kluver, R., Cooley, S.C., Hinck, R., Stokes, E., & Adamson, A. (2018, February). Round 6 Deliverable: SMA Reach-back on Iran. Countering-Messages to Prevent Radicalization. Presented to Strategic

Multilayer Assessment. NSI. February 6, 2018.

Kluser, R., Hinck, R., & Cooley, S.C. (2017). Media Coverage of the Gray Zone. *Competition Short of Armed Conflict/Gray Zone Effort (CSAC/GZ)*. Challenges and Opportunities. A multi-Agency Deep Dive Assessment. Senior Review Group #4. May 24th, 2017.

Kluser, R., Manly, J., Hink, R., Cooley, S.C., & Stokes, E.C. (2016). *Tracing the Narrative: Stories in Old and New Media*. Presented to Representatives of the Finnish government. January 18, 2016. Helsinki, Finland.

Kluser, R., Manly, J., Cooley, S.C., & Stokes, E.C. (2016). Panel Discussion on Emerging Russian Threats and Opportunities in Eurasia. *U.S. Department of Defense-SMA/EUCOM*. February 11, 2016. Arlington, VA.

Cooley, S. C., & Stokes, E. C. (2015). The Russian economy: An analysis of broadcast and web-based news presentations. Phase I Report Presentation. *U.S. Department of Defense – SMA/EUCOM Report*, 1-26. July 1, 2015. Washington D.C.

Cooley, S.C. & Stokes, E. C. (2015). Drivers of Conflict and Convergence in Eurasia in Next 5-25 Years. *Pentagon Senior Review Group #2*. August 26, 2015. Washington, D.C.

Senior Review Group Presentations

Cooley, S.C., Hinck, R., Cooley, A., Kitsch, S. (2019, October). Strategic Multilayer Assessment. “The Future of Great Power Competition & Conflict.” Senior Review Group #3. October 15.

Cooley, S.C., Hinck, R., Cooley, A., Kitsch, S. (2019, March). Strategic Multilayer Assessment. “The Future of Great Power Competition & Conflict.” Senior Review Group #2. March 21.

Cooley, S.C. (2018, October). Strategic Multilayer Assessment of Strategic Outcomes in the Korean Peninsula. “An Analysis of Chinese and Russian News Media Coverage of Events on the Korean Peninsula.” Senior Review Group. October 1.

Cooley, S.C. (2018, July). Strategic Multilayer Assessment (SMA) of Stability Pathways in Afghanistan. “Social Media Analysis.” Senior Review Group. July 13.

Kluser, R., and Cooley, S.C. (2018, May). Strategic Multilayer Assessment (SMA) of Contested Space Operations Space Defense, Deterrence, and Warfighting. “Strategic Media Modeling.” Senior Review Group. May 30.

Cooley, S.C. (2018, May). Strategic Multilayer Assessment of Strategic Outcomes in the Korean Peninsula. “Messaging Strategies in Chinese and Russian Language Media.” Senior Review Group. May 3.

TEACHING EXPERIENCE

Graduate Lecture Courses:

- Media Theory- MC5333
- Research Methods in Mass Communications- MC5113
- Sports Branding- MC5560
- Mass Communication Research Analysis and Interpretation- MC5223/MC5283
- Citizen Branding- MC5520

Undergraduate Lecture Courses:

- Introduction to Strategic Communications- SC2183
- Research Methods for Strategic Communicators- SC3953
- Media Literacy in Virtual Reality - SPM3880
- Political Communication
- Research in Public Relations and Advertising
- Public Relations Case Problem
- Public Relations Writing
- Accreditation in Public Relations
- Media History

Taught several courses as Designated Service-Learning, Community-Engagement and Study Abroad.

Received the Excellence in Teaching Award by a Doctoral Student, University of Alabama (2010-2011).

STUDENT ADVISING

Master's students (*Chaired*)

1. Beth Keany*
2. Elizabeth Roschelli*
3. Alyssa Adamson*
4. Jean Chaplin Mendoza
5. Lorraine Chen
6. Paula Jimenez
7. Kasey Johnson
8. Zach Kluver*
9. Samantha Morgan
10. Farah Shami*
11. Julianne Thomison
12. Ted Styer
13. Arielle Deer Farve
14. Lindsey Mcsparrin
15. Megan Germundson
16. Angel Shwartz
17. Charity Barton*

Honors students

1. Tara Sepulveda
2. Taylor Armstrong
3. Miranda Stiles
4. Hannah Ratigan

ACADEMIC HONORS & RECOGNITIONS

Nominee for Andrew Carnegie Fellows Program as OSU's junior scholar on the topic of technological and cultural creativity- potential and perils, 2021.

Featured as Faculty Spotlight, MSU's Center for the Advancement of Service-Learning (CASLE), November 2015.

Recipient of 2012 Top three papers in Public Relations at 15th Annual International Public Relations Research Conference.

Recipient of 2010-2011 Excellence in Teaching Award by a Doctoral Student, University of Alabama.

Recipient of 2011 Knox Hagood Doctoral Student of the Year Award, College of Communication and Information Sciences, University of Alabama.

Recipient of 2010-2011 Outstanding Teaching Award by a Doctoral Student, College of Communication and Information Sciences, University of Alabama.

Recipient of the 2010 National Alumni Scholarship from the University of Alabama Graduate School.

Top Student Paper Award at the 2009 Southern States Communication Association conference in the Political Communication Division.

Top Student Paper Award at the 2008 Association for Education in Journalism and Mass Communication conference in the International Communication Division.

Ecquid Novi Best Research Paper Award at the 2008 Association for Education in Journalism and Mass Communication conference in the International Communication Division.

Kappa Tau Alpha Award at the 2008 Association for Education in Journalism and Mass Communication conference.

Third Place Faculty Paper Award with Dr. Jinx Broussard at the 2008 Association for Education in Journalism and Mass Communication conference in the Minorities Division.

Honorable Mention J. William Snorgrass Memorial Award for the Outstanding Paper on a Minorities Topic at the 2007 American Journalism Historians Association conference.

SERVICE

Public service, as lectures, short courses, workshops

Committee Member, College of Arts and Sciences Faculty Council Anti-Bias and Harassment Ad Hoc Committee. Oklahoma State University, Fall 2022.

Trainer, Resilience Advantage Workshop, Resolute PR, August 2022.

Committee Member, SMSC representative to College of Arts and Sciences Faculty Council. Oklahoma State University, Fall 2020- Spring 2022.

Invited Speaker, University of Alabama's Podcast - Revise and Resubmit, February 2022.

Committee Chair for the Scholarship committee for the College of Arts and Sciences Faculty Council. Oklahoma State University, Fall 2021.

Invited Speaker, Military Intelligence Special Operations (MISO), November 2021.

Committee Chair for the establishment of ESports Certificate in the School of Media and Strategic Communications, Oklahoma State University. Certificate program approved on September 21, 2021.

Established the TRADOC e-internship program as a joint initiative between Oklahoma State University and the US Army's Training and Doctrine Command as a course for OSU students. Program approved in Fall 2021.

Invited Speaker, NVivo Podcast - Between the Data, April 2021.

Invited Speaker, U.S. Department of State, Russian ontological security and disinformation, March 2021.

Net Assessment Participant, Integrating Information in Joint Operations (IIJO) Net Assessment: Exogenous Factors, NSI, January 2021.

Invited Speaker for OSU's OLLI (Osher Lifelong Learner Institute) March 8th, 2019.

Selection Committee Member for Siberia by Southwest Fulbright-Hays Scholarship Awards. January 2018.

Invited Speaker for OSU's OLLI (Osher Lifelong Learner Institute) March 7th, 2018.

Invited Speaker on Open Source Intelligence: Baton Rouge Bench Bar Conference. Destin, FL. July 2017.

Guest lecturer to Stephen Balfour at Texas A&M University; speaking on M3S system and research in open source intelligence. November 16, 2016.

Guest lecturer to David Zion at New York University; speaking on M3S system and research in open source intelligence. November 9, 2016.

Interviewee on Rio Olympic terror threat by WalletHub.com, July 29, 2016

Program coordinator, Industry Immersion Program, The University of Alabama, December 2015.

Invited attendee to 9th Annual Strategic Multi-Layer Assessment Conference; Jointly with DHS/S&T in cooperation with DNI/NIC. "*No War/No Peace...A New Paradigm in International Relations and a New Normal.*" Joint Base Andrew, Jacob E. Smart Building. October 28-29, 2015.

Fencing Choreographer for MSU Shackouls Honor College Spring performance of Romeo & Juliet. I worked with Dr. Donna Clevinger in crafting scenes and giving stage direction for student actors. I also played the role of Paris in the play. November 17, 2015-February 11, 2016.

Invited as Program Coordinator for Industry Hub, to lead students in networking, training, and skill development in industry by conducting site visits to top-tier firms, corporations, and non-profit organizations across the U.S. December 2015 program coordinator for Silicon Valley tour.

Invited speaker for the MSU library's, Library International Student Committee Intercultural Communication Panel Discussion. November 17, 2015.

Reviewer for Henry Family Research Fund Proposals on behalf of the Department of Communication. March 27, 2015 & April 8, 2016.

Invited Speaker on Cultural Communication in Business: Global Leadership Boot Camp. Tupelo, MS. September 2014.

Invited guest lecturer on US-Russian political history at Buturlinovsky Mechanical and Technological College, Russia 2013 in representation of MSU. The lecture was coordinated between myself and the dean of the college as part of a Fulbright application.

Professional Association Service

Reviewer, *Southern Communication Journal*. 2021.

Reviewer, *International Journal of English Literature and Culture (IJELC)*. 2021

Reviewer, *Risk Analysis*. Wiley Online Library. 2021-Present.

Reviewer, National Communication Association. *Communication Association of Eurasian Researchers*. Communication for Survival 2019 conference.

Reviewer, *The International Journal of Communication*. USC Annenberg Press. 2019-Present.

Member, Editorial Board. *Romanian Journal of Marketing*. 2015-2016.

Reviewer, *The International Journal of Press/Politics*. Sage Publications. 2015-2016.

Respondent and Reviewer for Southern States Communication Conference panel on political communication. 2013-2014.

Faculty Reviewer for Bradley University 5th Summit on Communication and Sport conference. 2011.

Reviewer, *Journal of Intercultural Communication Research*. 2013-2016.

Reviewer, *British Journal of Education, Society, and Behavioral Sciences*. 2012.

University Service

Member, College of Arts & Sciences Faculty Council, Oklahoma State University. Spring 2020- Present

Member, SMSC Student Services/Extension Committee, Oklahoma State University. Fall 2018 - Present

Member, SMSC Curriculum Committee, Oklahoma State University. Fall 2018 - Present

Member, SMSC Technology Committee Member, Oklahoma State University. Fall 2017 - Present

Member, New Narrative Committee, Mississippi State University, Department of Communication, March, 2016.

Search Committee member for public relations tenure track position, Mississippi State University, Department of Communication, March, 2016.

Member, Mississippi State University, Department of Communication, Curriculum Committee, 2015-Present.

Member, Mississippi State University, Department of Communication, Golf Tournament Committee, 2014-Present.

Reviewer, Mississippi State University, Department of Communication, NEH Summer Stipend, 2015-Present.

Member, Mississippi State University, Department of Communication, Scholarship Committee, 2015-Present.

Search Committee Chair for two public relations tenure track positions, Mississippi State University, Department of Communication, September 2013.

Member Graduate Development Committee, Mississippi State University, Department of Communication, 2013.

Search Committee Member for communication studies position, Mississippi State University, Department of Communication, September 2012.

Service on Graduate Development Committee. Mississippi State University, Department of Communication. 2011.

Service on Writing Entrance Exam Committee, Mississippi State University, Department of Communication. 2011.