

CV

# Ch'Ree Essary, Ph.D.

📍 Department of Advertising & Public Relations, The University of Alabama, Tuscaloosa, AL, 35487

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## EDUCATION

- Aug. 2024**      **Ph.D.**, Media & Communication, Texas Tech University, Lubbock, TX, USA  
Statistics (Cognate); Program Evaluation & Assessment (Graduate Certificate)  
*Dissertation: Examining the effect of humorous wildlife messages on elaborated thinking, persuasion, and learning*  
Chair: Coy Callison, Ph.D.  
Members: Melissa Gotlieb, Ph.D., Justin R. Keene, Ph.D., & Tara Stevens, Ed.D.
- May 2022**      **M.S.**, Agricultural Communications, Texas Tech University, Lubbock, TX, USA  
*Thesis: A content analysis of news regarding genetically modified organisms*  
Chair: Erica Irlbeck, Ed.D.  
Members: Laura Fischer, Ph.D. & Robert M. Peaslee, Ph.D.
- May 2020**      **B.S.**, Agriculture & Extension Education, New Mexico State University, Las Cruces, NM, USA  
Journalism & Media Studies (Minor)

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## ACADEMIC APPOINTMENTS

- Aug. 2024 – PRESENT**      **The University of Alabama, Department of Advertising and Public Relations, Tuscaloosa, AL, USA**  
Assistant Professor
- Aug. 2021 – Aug. 2024**      **Texas Tech University, College of Media & Communication, Lubbock, TX, USA**  
**Aug. 2023 – Dec. 2023**      Graduate Part-Time Instructor & Research Assistant  
Center of Communication Research Graduate Assistant
- Aug. 2020 – Aug. 2021**      **Texas Tech University, Department of Agriculture Education and Communications, Lubbock, TX, USA**  
Teaching & Research Assistant

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## SELECTED HONORS & AWARDS

- 2025 – 2026**      Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, *Fellow*
- 2025 – PRESENT**      Alabama Water Institute, *Affiliate*
- 2023**      Ph.D. Student Travel Funding (\$1,213), (Thomas J. Harris Institute for International & Hispanic Communication, College of Media & Communication at Texas Tech University), *Awardee*
- 2022 – 2023, 2023 – 2024**      Helen DeVitt Jones Graduate Fellowship in the College of Media & Communication (Texas Tech University), *Recipient*
- 2022 – 2023**      P.E.O. Scholar Award, *Chapter AK (Texas) Nominee*

<b>2022</b>	ICA Michael L. Haley Travel Fund Grant, <i>Recipient</i>
<b>2022</b>	U.S. National Science Foundation National Nanotechnology Coordinated Infrastructure Winter School on Emerging Technology, <i>Selected Attendee</i>
<b>2021 – 2022</b>	National Science Foundation Innovations at the Nexus of Food, Energy and Water Systems Program (INFEWS), <i>Scholar</i>
<b>2020</b>	New Mexico State University College of Agricultural, Consumer, and Environmental Sciences, <i>Dean's Award of Excellence</i>

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## RESEARCH

### Publications

#### Refereed Journal Articles

Brammer, S. E., Smith, C. R., & **Essary, C.** (in press). "We need an American Girl doll who ...": Reimagining and memeifying American Girl(hood) and fem(me)ininity in digital spaces. *Journal of Femininities*.

Smith, C.R., Brammer, S.E., Cloudy, J., **Essary, C.**, Perez, C. (2025). "RIP TOP G": Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate. *Violence Against Women* (awaiting issue assignment). <https://doi.org/10.1177/10778012251319308>

Yang, C.-X., Baker, L. M., Fischer, L., **Essary, C.**, & Orton, G. (2025). Vaccinating with valor: A risk preventive model to explain factors in parents' choice to vaccinate their children for COVID-19. *Health Communication*, 40(2). <https://doi.org/10.1080/10410236.2024.2338307>

**Essary, C.** (2024). "I think it gave me a little bit of mistrust": Exploring trust in COVID-19 science among college students. *Journal of Science Communication*, 23(09). <https://doi.org/10.22323/2.23090202>

**Essary, C.**, Fischer, L.M., Irlbeck, E. (2022). A statistical approach to classification: A guide to hierarchical cluster analysis in agricultural communications research. *Journal of Applied Communications*, 106(3). <https://doi.org/10.4148/1051-0834.2431>

Washburn, T., **Essary, C.**, Irlbeck, E. Gibson, C., Akers, C. (2022). Foreseen demands for up-and-coming science communicators and recommendations for science communication training programs. *Journal of Applied Communications*, 106(2). <https://doi.org/10.4148/1051-0834.2410>

Bird, K., Nichols, V., Garay, E., Nowatzke, M., **Essary, C.**, Post, K., Deviney, A., Welles, J., Alao, M., Dorbu, F., Classen, J., Koziel, J., Cortus, E. (2022). Means, motive, and opportunity: A stakeholder analysis method to understand likelihood of action in food-energy-water systems. *Elementa: Science of the Anthropocene*, 10(00066). <https://doi.org/10.1525/elementa.2021.00066>

#### Journal Articles Under Review

**Essary, C.**, Lu, J., Cushing, K. When government science organizations violate expectations: Humorous messages' effect on source credibility factors. *Submitted to Journal of Science Communication* 15 Sept. 2025.

**Essary, C.** If not friend, why friend-shaped? Humor's effect on elaboration and risk perceptions of wildlife conservation issues. *Submitted to Journal of Applied Communication Research* 11 Sept. 2025.

Landrum, A.R., Huxster, J., **Essary, C.**, Slater, M.H. Mechanistic Explanations Aren't Immune to Biased or Heuristic Processing. *Submitted to Public Understanding of Science 13 Aug. 2025.*

### Journal Articles In-Progress

**Essary, C.**, Moody, G. #GarWeek: A Content Analysis of Digital Dialogic Communication During Gar Week 2024. *Current stage:* Coding. *Target Journal:* Public Relations Review.

**Essary, C.**, Smith, C.R., Brammer, S.E. Perceptions of humor as a strategy to communicate wildlife science issues. *Current Stage:* Data collection/coding. *Target journal:* Public Understanding of Science.

**Essary, C.**, Lu, J. When does fit matter? Testing humor–issue fit and psychological distance as moderators when reading humorous pro-environmental social media posts. *Current stage:* Final preparations. *Target journal:* Review of Communication.

**Essary, C.**, Landrum, A.R. Segmenting audiences on curiosity: Attracting audiences for informational wildlife videos online. *Current stage:* Revisions. *Target journal:* PLoS ONE.

### Book Chapters

**Essary, C.**, Strydhorst, N., Morales Reich, J., & Landrum, A. R. (2025). Communicating Health Information to Rural Communities in the 21st Century: Local Journalists as Trusted Messengers. In S. Shah's and T. Ginossar's (eds) *Health and Science Journalism in the 21st Century: Emerging Practices During Crises.*

### Conference Presentations

**Essary, C.**, Smith, C.R., Brammer, S.E. (2025, Nov.). *Perceptions of humor as a strategy to communicate wildlife science issues* [Conference Paper]. 2025 National Communication Association Conference. Denver, CO.

Landrum, A.R., Huxster, J., **Essary, C.**, Slater, M.H. (2025, Aug.). *Explaining isn't persuading: Biased and heuristic processing of scientific messages* [Conference Poster]. Association for Education in Journalism and Mass Communication Conference. San Francisco, CA.

**Essary, C.**, Lu, J., Cushing, K. (2025, Aug.). *When government science organizations violate expectations: Humorous messages' effect on source credibility factors* [Conference Poster]. Association for Education in Journalism and Mass Communication Conference. San Francisco, CA.

Brammer, S.E., Smith, C.R., **Essary, C.** (2025, July). "We need an American Girl doll who ...": Flipping girlhood on its head through the reimagining and memeification of American Girl dolls toward modern political action [Conference Paper]. 2025 World Communication Association Conference. Oslo, Norway.

**Essary, C.** (2025, June). *Examining the effects of humorous wildlife messages on elaborated thinking, persuasion, and learning* [Conference Paper]. International Communication Association Conference. Denver, CO.

Callison, C., **Essary, C.** (2023, Oct.). *Does rain wash away concern?: Water conservation messaging when short-term precipitation interrupts long-term drought.* 2023 Watersmart Innovations Conference and Expo. Las Vegas, NV.

Smith, C.R., Brammer, S.E., **Essary, C.**, Gatto, K. (2023, Sept. 22–24). "You can be anything": *STEMinist Barbie through the eyes of real-life women-scientists.* Global Fusion Conference. Austin, TX.

**Essary, C.** (2023, May). *Work in Progress: Understanding how the COVID-19 pandemic has affected young adults' understanding of science and science information* [Conference Paper]. International Communication Association Conference. Toronto, Canada.

Smith, C.R., Brammer, S.E., Perez, C., Cloudy, J., **Essary, C.** (2023, May) "*RIP TOP G: Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate* [Conference Paper]. International Communication Association Conference. Toronto, Canada.

Wang, S., **Essary, C.** (2023, March). *Thirst of the soil, dryness of solution journalism in agricultural publications: A content analysis of framing and solution journalism regarding drought in Texas among agricultural publications* [Conference Paper]. Association for Education in Journalism and Mass Communication Mid-Winter Conference. Norman, OK.

Orton, G., Fischer, L., **Essary, C.**, Lawson, C. Loving, M. (2023, Feb. 5–6). *Prioritizing values: identifying target audience segments for strategic climate change communications* [Conference Paper]. National Agricultural Communications Symposium. Oklahoma City, OK.

**Essary, C.**, Irlbeck, E., Fischer, L., Peaslee, R.M. Mite, J.L. (2023, Feb. 5–6). *Explicating news frames: A framing analysis of GMO news coverage* [Conference Paper]. National Agricultural Communications Symposium. Oklahoma City, OK.

**Essary, C.**, Irlbeck, E., Fischer, L., Peaslee, R.M. Mite, J.L. (2023, Feb. 5-6). *GMO news coverage across beats and time* [Conference poster]. National Agricultural Communications Symposium. Oklahoma City, OK.

Callison, C., **Essary, C.** (2022, Oct. 6). *The blame game: How knowing who the public implicates for water shortage influences possible solutions to a crisis* [Conference Paper]. 2022 Watersmart Innovations Conference and Expo. Las Vegas, NV.

Moore, A.R., Irlbeck, E., Meyers, C., Kennedy, L., Callison, C., **Essary, C.** (2022, May 18). *An examination of extension video producer's training, background, and attitudes* [Conference Paper]. American Association for Agricultural Education National Conference. Oklahoma City, OK.

**Essary, C.**, Landrum, A.R. (2022, May). *Attracting audience segments to watch informational wildlife videos* [Conference Paper]. International Communication Association. Paris, France.

**Essary, C.**, Gatto, K., Wang, S., Goni, A. (2022, March 4–5). *The final frontier: A content analysis of Twitter discourse regarding manned space flight* [Conference Paper]. Association for Education in Journalism and Mass Communication Mid-Winter Conference. Norman, OK.

**Essary, C.**, Irlbeck, E., Fischer, L., Peaslee, R.M. (2022, March 4). *A content analysis of news regarding genetic modification in agriculture* [Conference poster]. Texas Tech University Graduate Poster Competition. Lubbock, TX.

Moore, A.R., Irlbeck, E., Meyers, C., Kennedy, L., Callison, C., **Essary, C.** (2022, Feb. 13–14). *A benchmark study of video technology and products employed within extension communication units* [Conference Paper]. National Agricultural Communications Symposium. New Orleans, LA.

**Essary, C.**, Fischer, L., Irlbeck, E. (2022, Feb. 13-14). *A statistical approach to classification: A guide to hierarchical cluster analysis in agricultural communications research* [Conference poster]. National Agricultural Communications Symposium. New Orleans, LA.

Washburn, T., **Essary, C.**, Irlbeck, E. Gibson, C., Akers, C. (2021, June 21). *Foreseen demands for up-and-coming science communicators and recommendations for science communication training programs* [Paper Presentation]. Association for Communications Excellence Conference 2021. Virtual.

Rey, Y., **Essary, C.**, Irlbeck, E., Doerfert, D., Kennedy, L., Meyers, C. (2021, May 24–27). *A content analysis of newspaper coverage of reauthorizing SNAP in the 2018 Farm Bill* [Conference poster]. 2021 American Association for Agricultural Education National Conference. Virtual.  
<http://aaae.agedweb.org/downloadfile.asp?ID=4520>

Alao, M.O., Bird, K., Espinoza, V., **Essary, C.**, Garay, E., Hixson, L. Nichols, G., Nowatzke, M., Post, K., Shelton, A. (2021, April 21). *Means, motive, and opportunity: A stakeholder analysis method to understand likelihood of action in food-energy-water systems* [Conference Presentation]. 2021 INFWS-ER Symposium. Virtual.  
<https://infews-er.net/livestock-and-local-community-relationships-2020-21/>

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## FUNDING

[EXTERNAL] (Principal) VanDyke, M. S. (Key/Senior Personnel) Loof, T., Duan, Q. L., Bolland, A. C., Holiday, S., **Essary, C.**, Brown, K., Brinson, N. (under review). *Interactive Flood Resilience Education Through Serious Games for High School Students in Mobile, Alabama*. National Academies of Sciences, Engineering, and Medicine. **REQUESTED:** \$749,339. **RESULT:** Not Funded.

[EXTERNAL] Peacock, C., Bolland, A. C., **Essary, C.** (under review). *Weathering the Storm II: Evaluating messaging in a complex information environment after water crisis*. Cooperative Institute for Research to Operations in Hydrology (CIROH), Federal.

[EXTERNAL] (Principal), VanDyke, M. S. (Key/Senior Personnel), **Essary, C.** (Key/Senior Personnel). (2024 – 2027). *Community and stakeholder engagement plan*. U.S. Department of Energy, Federal. **FUNDED:** \$254,201. **Research ceased per executive order 28 Jan. 2025.**

[INTERNAL] **Essary, C.** (2024). *DISSERTATION: Examining the effects of humorous wildlife messages on elaborated thinking, knowledge acquisition, and persuasion*. Graduate Student Research Support Award, Texas Tech University Graduate School. **FUNDED:** \$1,200.

[INTERNAL] Cloudy, J. **Essary, C.** (2023). *The (perceived) migrant threat: Investigating the effects of intergroup threat and the ANCODI emotions*. Thomas Jay Harris Institute for Hispanic & International Communication Ph.D. Student Grant, Texas Tech University. **FUNDED:** \$450.

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## TEACHING EXPERIENCE

### Instructor of Record

<b>APR 490</b>	<i>Special Topics: Science Communication</i> - Fall 2025 (14 students)	<b>The University of Alabama</b>
<b>APR 300</b>	<i>Basic Principles of Design</i> - Fall 2025 (Online; 20 students)	<b>The University of Alabama</b>
<b>CIS 250</b>	<i>Introduction to Design Software</i> - Spring 2025 (Online; 380 students)	<b>The University of Alabama</b>
<b>APR 332</b>	<i>Public Relations Writing</i> - Fall 2024 (21 students) - Spring 2025 (Online; 19 students) - Spring 2025 (Online; 18 students)	<b>The University of Alabama</b>
<b>ADV 3310</b>	<i>Principles of Advertising</i> - Summer 2024 (Online; 20 students)	<b>Texas Tech University</b>
<b>MCOM 3300</b>	<i>Theories of Media and Communication</i>	<b>Texas Tech University</b>

- Summer 2024 (Online; 26 students)

<b>PRSC 4380</b>	<i>Applied Public Relations Research</i> <ul style="list-style-type: none"><li>- Spring 2024 (33 students)</li><li>- Fall 2023 (Online; 54 students)</li></ul>	<b>Texas Tech University</b>
<b>PRSC 3341</b>	<i>Public Relations Graphics &amp; Production</i> <ul style="list-style-type: none"><li>- Summer 2023 (10 students)</li></ul>	<b>Texas Tech University</b>
<b>PRSC 3300</b>	<i>Applied Public Relations Concepts &amp; Theories</i> <ul style="list-style-type: none"><li>- Spring 2023 (42 students)</li><li>- Fall 2022 (32 students)</li></ul>	<b>Texas Tech University</b>
<b>ADV 3361</b>	<i>Advertising Design &amp; Branding</i> <ul style="list-style-type: none"><li>- Summer 2023 (Online; 17 students)</li><li>- Fall 2022 (24 students)</li></ul>	<b>Texas Tech University</b>
<b>ADV 4312</b>	<i>Advertising Campaigns</i> <ul style="list-style-type: none"><li>- Summer 2022 (17 students)</li></ul>	<b>Texas Tech University</b>
<b>CMI 3308</b>	<i>Visual Communications</i> <ul style="list-style-type: none"><li>- Spring 2022 (56 students)</li></ul>	<b>Texas Tech University</b>
<b>MCOM 1301</b>	<i>Introduction to Digital &amp; Social Media</i> <ul style="list-style-type: none"><li>- Fall 2021 (87 students)</li></ul>	<b>Texas Tech University</b>

#### Teaching Assistant

<b>ACOM 4305</b>	<i>Campaigns in Agricultural Communications</i> <ul style="list-style-type: none"><li>- Spring 2021 (45 students)</li></ul>	<b>Texas Tech University</b>
<b>ACOM 2300</b>	<i>Professional Development</i> <ul style="list-style-type: none"><li>- Spring 2021 (28 students)</li><li>- Fall 2020 (Online due to COVID-19; 32 students)</li></ul>	<b>Texas Tech University</b>

#### Additional Experience

<b>AXED 2120</b>	<i>Effective Leadership &amp; Communication in Agriculture</i> <ul style="list-style-type: none"><li>- Course Design; Online Asynchronous</li></ul>	<b>Clovis Community College</b>
<b>AEEC 1110</b>	<i>Introduction to Agricultural Economics and Business</i> <ul style="list-style-type: none"><li>- Course Design; Online Asynchronous</li></ul>	<b>Clovis Community College</b>

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## INVITED TALKS

### Invited Presentations

Berkowitz, A., **Essary, C.**, Mikkilineni, S., Zirugo, D. (2025, Feb. 20). Publishing for Early Career Faculty & Doctoral Students [Invited Panelist]. The University of Alabama, College of Communication & Information Sciences, Office of Research.

**Essary, C.** (2024, July 11). *"Beyond the Choir": Increasing Public Engagement with Science Media* [Invited Presentation]. P.E.O. Chapter AK. Monthly Meeting.

Orton, G., **Essary, C.** (2023, Jan. 23). *Implementing Open Science Practices in Agricultural Communications Research* [Invited Presentation]. Society of Agricultural Communications Scholars Webinar Series. Zoom.

Callison, C., **Essary, C.** (2022, Nov. 11). *The Blame Game: How Knowing Who the Public Implicates for Water Shortage Influences Possible Solutions to a Crisis* [Invited Presentation]. Water Efficiency Network of North Texas. Zoom.

### Conference Sessions & Symposia

Schiffecker, S., Shpeer, M., **Essary, C.**, Norman, M. (2023, Oct. 20). *Icons in Flux: Redefining Women's Role Models in a Changing World*. Gender and Sexual Identities Fall 2023 Colloquium, Texas Tech University, Lubbock, Texas.

**Essary, C.** (2023, April 14). *Scripting Women Graduate Students' Roles in STEM Fields* [Symposium Presentation]. rEDifining Identity: A Symposium on Communication & Its Impact, Texas Tech University, Lubbock, Texas.

**Essary, C.**, Orton, G. (2022, June). *Implementing Open Science Practices in Agricultural Communications Research* [Professional Development Session]. Association for Communication Excellence Conference.

**Essary, C.**, Fischer, L., Irlbeck, E. (2022, Feb. 13-14). *A Statistical Approach to Classification: A guide to hierarchical cluster analysis in agricultural communications research* [Professional Development Session]. National Agricultural Communications Symposium.

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## SERVICE

### SERVICE TO THE FIELD

#### Ad Hoc Reviewer

##### Journals

Public Relations Journal  
Journal of Science Communication  
Journal of Applied Communications

##### Scholarly Conferences

Association for Education in Journalism and Mass Communication  
International Communication Association  
National Agricultural Communications Symposium  
American Association for Agricultural Education

#### Ad Hoc Session Chair and/or Conference Volunteer

International Communication Association  
South Central Writing Centers Association Conference



## Leadership Roles

<b>2023 – 2024</b>	AEJMC Public Relations Division, <i>Graduate Student Committee Member</i>
<b>2022 – 2023</b>	National Agricultural Communications Symposium, <i>Graduate Student Representative</i>
<b>2022</b>	ICA Conference, <i>Student Volunteer</i>

## SERVICE TO THE UNIVERSITY

### The University of Alabama

<b>2025 – 2026</b>	Public Relations Student Society of America, <i>Faculty Advisor</i>
<b>2025 – 2026</b>	Faculty Senate, <i>College of Communication and Information Sciences Senator</i>
<b>2025 – 2026</b>	Faculty Senate, <i>Opportunities, Intercultural Connections, and Success Standing Committee Member</i>
<b>2025</b>	Undergraduate Research & Creative Activity Conference, <i>Judge</i>

### Texas Tech University

<b>Spring 2024</b>	Undergraduate Research Poster Competition, <i>Judge</i>
<b>Spring 2024</b>	Graduate School Task Force on Graduate Dean's Representative on Dissertation Committees, <i>Member (appointed by dean of the graduate school)</i>
<b>2023 – 2024</b>	Student Government Association, <i>Intergovernmental Standing Committee Member</i>
<b>2023 – 2024</b>	Student Government Association, <i>Graduate School Senator</i>
<b>2022</b>	Three-Minute Thesis Competition, <i>Judge</i>
<b>2022 – 2023</b>	College of Media and Communication Graduate Student Society, <i>President</i>
<b>2021 – 2022</b>	College of Media and Communication Graduate Student Society, <i>Cohort Representative</i>
<b>2021</b>	College of Agricultural Sciences and Natural Resources Diversity, Equity, and Inclusion Committee, <i>Research Committee Member</i>
<b>2021</b>	Agricultural Education & Communications Graduate Organization, <i>Secretary</i>

### New Mexico State University

<b>Spring 2020</b>	Department of Agricultural and Extension Education Faculty Search Committee, <i>Member</i>
<b>2019 – 2020</b>	College of Agricultural, Consumer, and Environmental Sciences, <i>Ambassador</i>
<b>2019 – 2020</b>	Sam Steel Society, <i>Student Representative</i>
<b>2017 – 2020</b>	Student Technology Advisory Committee, <i>College of Agricultural, Consumer, and Environmental Sciences Representative</i>

**2017 – 2019** ASNMSU Student Advocacy Board, *College of Agricultural, Consumer, and Environmental Sciences Representative*

### SERVICE TO THE COMMUNITY

**2023 – PRESENT** P.E.O., *Chapter AK (Texas) Member*

**2021 – 2023** Texas FFA Agricultural Communications CDE, *Facilitator & Judge*

**2020 – 2022** New Mexico High School State Mock Trial Competition, *Journalism Competition Judge*

**2018, 2019** New Mexico FFA State CDE, *Facilitator & Reasons Judge*

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### PROFESSIONAL EXPERIENCE

**Spring 2023** **Texas Tech University Undergraduate Writing Center | Lubbock, TX, USA**  
Writing Consultant

**Winter 2020** **Arizona National Livestock & Horse Show | Phoenix, AZ, USA**  
Horse Show Media Coordinator  
**Winter 2019** Livestock Show Media Intern (Cattle Barn)

**Spring 2020** **Georgia Cattlemen's Association | Remote**  
Communications Specialist

**2019 – 2020** **The Round Up (New Mexico State University) | Las Cruces, NM, USA**  
Managing Editor  
**2018 – 2019** Director of Content  
**2017 – 2018** Staff Writer

**Summer 2019** **Bayer Crop Science | Marana, AZ, USA**  
Science Communication Intern (Marana Greenhouse)

**Summer 2018** **New Mexico State University, Cooperative Extension Service | Portales, NM, USA**  
Summer Program Assistant (Roosevelt County Extension Office)