

STEPHANIE A. MARTIN
Curriculum Vitae

Division of Corporate Communication and Public Affairs
Meadows School of the Arts
Southern Methodist University
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7126 Winedale Drive
Dallas, Texas 75231

EDUCATION:

- 2013 Ph.D., University of California, San Diego, Communication
 Dissertation Title: Evangelical Economic Rhetoric: The Great Recession, the Free-Market and the Language of Personal Responsibility
 Dissertation Advisor: Robert B. Horwitz
- 2002 M.A., Syracuse University, Journalism and Mass Communication, emphasizing Electronic (Digital) Media
- 1997 B.B.A., Boise State University, Operations Management

ACADEMIC APPOINTMENTS:

- 2014- Assistant Professor, Department of Corporate Communication and Public Affairs (previously Communication Studies), Southern Methodist University
- 2013-2014 Assistant Professor, Department of Communication, University of Mary
- 2011-13 Lecturer, Department of Communication, University of California, San Diego

RESEARCH:

Books:

- 2018 *Republicans at Prayer*,. Manuscript under review. Under advance contract with University of Alabama Press.
- 2018 *Visual Ethics: A Rhetorical Guide for Photographers, Journalists and Filmmakers* (with Paul Martin Lester and Martin Smith-Rodden), (New York: Routledge), 2018.
- 2017 *Columns to Characters: The Presidency and the Press in the Digital Age* (editor and contributor) (College Station, TX: Texas A&M Press, 2017. (contributed three chapters, see below)

Competitively Refereed Articles and Chapters:

- 2017 "Dada in the Public Square: Police, Protest, and Creative Dissent," *Visual Communication Quarterly*, 24(2), 85-97 (2017).
- 2017 "On Trump" in *Columns to Characters: The Presidency and the Press Enter the Digital Age*, ed. Stephanie A. Martin, (College Station, TX: Texas A&M Press), 2017.
- 2017 "Introduction" in *Columns to Characters: The Presidency and the Press Enter the Digital Age*, ed. Stephanie A. Martin, (College Station, TX: Texas A&M Press), 2017.
- 2017 "Speaking of the Economy: Transformational Presidents, New Media Strategies, and the Necessity of a Universal Audience" in *Columns to Characters: The Presidency and the Press Enter the Digital Age*, ed. Stephanie A. Martin, (College Station, TX: Texas A&M Press), 2017.
- 2017 "Fundamental Freedoms: How White Evangelical Protestants and their Mainline Counterparts Differently Depict Religious Liberty in the Public Sphere" in *The Rhetoric of Religious Freedom in the United States*, ed. Eric Miller, (Boston: Lexington Press), 2017.
- 2015 "Decoding Dave Ramsey's Debt-Free Gospel" in *The Electronic Church in the Digital Age: Cultural Impacts of Evangelical Mass Media*, ed. Mark Ward, (Santa Barbara: ABC-CLIO), 2015. – **Edited collection received 2017 Clifford G. Christians Ethics Research Award.**
- 2015 "Recession Resonance: How Evangelical Megachurch Pastors Promoted Fiscal Conservatism in the Aftermath of the 2008 Financial Crash," *Rhetoric and Public Affairs*, 18:39-77(2015)

Invited Book Chapters:

- 2018 "Social Media Candidate Attacks and Hillary Clinton's Failed Narrative in the 2016 Presidential Campaign" in *The 2016 American Presidential Campaign and the News Media: Implications for the American Republic and Democracy*, ed. Jim Kuypers, Boston: Rowman and Littlefield, in press, (with Andrea J. Terry).
- 2017 "The Politics of Hate: The Creation and Response to Wedge Issues" in *The 2016 Presidential Campaign: A Communication Perspective*, ed. Robert E. Denton, Jr., (London: Palgrave MacMillan), (with Rita Kirk) 2017.

Refereed Papers and Conferences:

- 2018 National Communication Association, Salt Lake City, Utah
Paper Title: Republicans at Prayer: Conservative Evangelical Sermons, the 2008 Recession, and Shadows of Donald J. Trump

- 2018 Rhetoric Society of America, Minneapolis, Minnesota
Paper Title: In the Interest of Country: Religious Voters and Donald J. Trump
- 2018 Southern States Communication Association, Nashville, Tennessee
Paper Title: Long Story Short: Hillary Clinton and the Failed Narrative of 2018
- 2017 National Communication Association, Dallas, Texas
Paper Title: Doing Dada in Cleveland: Police, Protest and the Means of Dissent at the 2016 Republican National Convention: ***Paper named to Top Papers Panel for Freedom of Expression Division***
- 2017 National Communication Association, Dallas, Texas
Paper Title: Concepts of Freedom in White Christian America
- 2017 Texas A&M Aggie Agora, Making Sense of Election 2016, College Station Texas
Paper Title: Attributed Dissonance: Evangelical Voters and Election 2016
- 2016 National Communication Association, Philadelphia, Pennsylvania
Roundtable Leader: "From Columns to Characters: The Presidency and the Press in the Digital Age, Campaign 2016"
- 2016 National Communication Association, Philadelphia, Pennsylvania
Invited Participant: Spotlight Panel 2016 Election: Hillary Rodham Clinton's Presidential Campaign Rhetoric
- 2016 Rhetoric Society of America, Atlanta, Georgia
Paper Title: "Lessons from Mitt: Reconstructing the American Economic Narrative in the emergent discourse of Donald J. Trump"
- 2016 Southern States Communication Association, Austin, Texas
Paper Title: "Three Presidents in Crisis: Using the Media to Bring the Nation through the Economic Brink"
- 2012 Rhetoric Society of America, Philadelphia, Pennsylvania
Paper Title: "The Rhetoric of Contemporary Religion: Evangelical Framings of the Great Recession"
- 2012 Cultural Studies Association Conference, University of California, San Diego
Paper Title: "Understanding Evangelical Attitudes toward National Economic Policy"
- 2008 North American Labor History Conference, Detroit, Michigan
Paper Title: "Sacrifice and Corporate Jets: *Iacocca* from Labor's Point of View"
- 2007 Working Class Studies Association Conference, St. Paul, Minnesota
Paper Title: "Gaps in Discourse: How Public Radio Elides Discussions of Layoffs"

Invited Presentations

- 2019 Colloquium Keynote: Social Accountability of Corporations Toward Cultures and Religions/Convictions, University of Sherbrooke, Quebec
- 2018 Respondent: NCA Preconference
Panel: The American Sermon
- 2018 Invited Speaker/Panel Participant: University of Texas Fellows Program
Presentation Title: Creating Productive Discourse in a Fractured Political World
- 2018 Invited Lecture: Metrocrest Democrats of Dallas
Presentation Title: Evangelical Voters, the 2016 Election and what to Expect for 2018
- 2017 Invited Guest Lecture: John G. Tower for Political studies at SMU: Lunch Seminar
Presentation Title: American Media and American Conservatism in the Time of Trump
- 2017 Invited Guest Lecture: University of Texas at Dallas, School of Arts and Technology
Presentation Title: "Culture Jamming"
- 2017 Invited Roundtable Panelist: Public Relations Society of America, Dallas Chapter
Presentation Title: Presidential Politics and Corporate Communication: What's Next?
- 2016 Invited Lecture: Metrocrest Democrats of Dallas
Presentation Title: Election 2016 and the new narrative of the American Dream
- 2016 Invited Speaker: Millennials and LGBTQ Issues, HP Inc. Global PRIDE Month: Everybody In! LGBTQ Inclusion Benefits Everyone
Presentation Title: The Millennial College Student: Ethically Engaging Tomorrow's Consumer for Good
- 2015 Rhetoric Society of America Summer Institute, Madison, Wisconsin
Accepted participant, Political Communication Workshop
- 2015 From Columns to Characters: The Presidency and the Press in the Digital Age, Southern Methodist University, Dallas Texas
Paper Title: "The State of the Union is Strong: How Presidents Shape Social and Economic Policy"

FELLOWSHIPS AND AWARDS:

- 2017-18 Nominee for SMU Golden Mustang Teaching Award
2018-19
- 2018 Honoree, SMU Libraries, "Tables of Content"—*Columns to Characters*
- 2015 Maguire Ethics Center Faculty Incentive Grant, Southern Methodist University
- 2013 Finalist, Outstanding Graduate Student, University of California, San Diego
- 2012 Dissertation Writing Fellowship, Department of Communication, University of California, San Diego

- 2011-13 Dissertation Fees Fellowship, Division of Social Sciences, University of California, San Diego
- 2007, 08, 12 Department of Communication Travel Grant
- 2010-11 Research Fellowship Grant, UCLA Institute for Research on Labor and Employment
- 2007-09 Senior Teaching Associate, Department of Communication, University of California, San Diego
- 2005-06 Graduate Fellow, California Institute for Telecommunications and Information Technology
- 1997 Outstanding Graduate, College of Business and Economics, Boise State University

TEACHING EXPERIENCE

- 2014-18 Southern Methodist University, Department of Communication Studies
Courses: Free Speech and the First Amendment; Public Opinion, The Press, and Public Policy; Political Communication; Ethnicity, Culture, and Gender: Critical Studies in Communication; Rhetoric of Women in Politics; Communication Ethics; The Politics of “Your” Life—1992to 2016; Organizations in Local Contexts.
- 2013-14 University of Mary, Department of Communication
Courses: Emergent Technologies and Digital Convergence; Introduction to Written Journalism; History and Theory of Mass Communication; Techniques of Persuasion; Introduction to Oral Communication.
- 2011 – 13 University of California, San Diego, Department of Communication
Courses: News Media Workshop; Digital Journalism; Social Formations, Media Institutions, and Power; Democracy and Media; Principles of Advertising; Communication as a Social Force
- 2007-11 University of California, San Diego (summer programs)
Courses: Introduction to Journalism and Journalism Practicum; Writing and Reporting the News
- 2003 State University of New York at Buffalo
Course: Introduction to Written Communication

DEPARTMENTAL SERVICE AND PROFESSIONAL AFFILIATIONS

Academic/Discipline

- 2018 Reviewer, *Strata Publishing*
- 2018- Committee Member, National Communication Association, Critical/Cultural Studies Division, Awards Naming Committee
- 2017 Committee Member, Junior Faculty Representative, Book of the Year Selection, Rhetoric Society of America
- 2017 Reviewer, *Routledge Press*

2016 Reviewer, *Strata Publishing*
2016 Reviewer, *Sociological Forum*

Southern Methodist University

2019 Campus Interview Team, Hunt Scholarship
2014-2018 Faculty Support – Mustang Days, Department of Communication Studies
2014-2016 Meadows School of the Arts Academic Policies Committee
2014-2016 Faculty Advisor, Hilltop on the Hill

University of Mary:

2013-14 Department of Catholic Studies, Faculty Co-Advisor to student group, Community Night
2013-14 Department of Communication, Faculty Advisor to student newspaper, *The Summit*
2013-14 Department of Communication, Faculty Recruitment Committee

University of California, San Diego:

2010-11 Department of Communication, Graduate Representative, Intellectual Life Committee
2007-08 Department of Communication, Graduate Enrichment Coordinator
2006-07 Department of Communication, Graduate Admissions Committee

Member: National Communication Association
Member: Rhetoric Society of America
Member: Cultural Studies Association
Member: Phi Beta Delta International Honor Society
Member: Golden Key National Honor Society

PUBLIC SCHOLARSHIP AND MEDIA APPEARANCES:

Media Writing:

2016 “In the wake of tragedy, Trump takes rhetoric of fear to a whole new level,” (with Christopher Salinas) on *The Conversation*
<https://theconversation.com/in-the-wake-of-tragedy-trump-takes-rhetoric-of-fear-to-a-whole-new-level-61069>

2015 “Four Cases to Know on the Supreme Court’s Docket” on *The Liberty Project*
<http://www.libertyproject.com/justice/supreme-court-cases-spring/>

“The tension between safe space and free speech on college campuses” on *The Liberty Project*
<http://www.libertyproject.com/freedom/tension-safe-space-free-speech-college/>

“Dissenting Opinions on ‘A Teachable Moment’ Part II: ‘Missing the big picture’ on *The View from Dixon Hall*
<http://www.patheos.com/blogs/mariadixonhall/2015/03/dissenting-opinions-on-a-teachable-moment-part-ii-missing-the-big-picture-by-dr-stephanie-martin/>

Appearances and Expert Commentary:

2019

March 19, Appeared on Fox 4 News at 5, 6, and 9, Dallas

January 17, Sinclair Broadcasting Group, "Shutdown impact spreads as Trump, Democrats appeal to their bases," provided expert commentary

January 11, Sinclair Broadcasting Group, "'New party, who dis?': Freshman Dems seek influence in new Congress," provided expert commentary

January 10, Appeared on NBC Dallas 5 Morning News

2018

November 2, *USA Today*, "Trump won them. Republicans rely on them. But what is the future of white evangelicals?," provided expert commentary

November 1, *Dallas MorningNews*, "Health care, Pelosi, Trump: Pete Sessions-Colin Allred showdown mirrors national struggle for House," provided expert commentary

October 26, *Dallas MorningNews*, "Early voting slows in Dallas area but stays well ahead of pace in the last two midterms," provided expert commentary

October 26, *Dallas Morning News*, "Unforced errors: 'True to form,' Ted Cruz slaps 'socialist' label on Beto O'Rourke," provided expert commentary

September 27, Appeared on Fox 4 News at 5 and 6, Dallas

September 24, *Le Monde* (Paris, France), "Beto O'Rourke, un démocrate progressiste à la conquête du Texas," provided expert commentary

September 21, Appeared on NBC News *Saturday Today*—National Broadcast, provided expert commentary

September 21, *Dallas Morning News*, "Unforced errors: 'True to form,' Ted Cruz slaps 'socialist' label on Beto O'Rourke," provided expert commentary

September 21, *Corpus Christi Caller Times* (USA Today Network), "Experts say Ted Cruz wins first debate on style while Beto O'Rourke scores on likeability," provided expert commentary

September 20, Appeared on KXAN (NBC), Austin

September 20, Appeared on KHOU 11, Houston

September 20, *El Paso Times*, "Beto-Cruz Debates: What to watch for in the first Ted Cruz vs. Beto O'Rourke debate, provided expert commentary

September 20, *Corpus Christi Caller Times* (USA Today Network), "Beto-Cruz Debates: What to watch for in the first Ted Cruz vs. Beto O'Rourke debate, provided expert commentary

August 25, *Kileen Daily Herald*, "Anonymous nonprofit behind attacks on local candidate," provided expert commentary

June 18, Sinclair Broadcasting Group, "Poll: Kim Jong Un more popular with GOP voters than Nancy Pelosi,' conservative says," provided expert commentary

May 3, Sinclair Broadcasting Group, "Facebook plan to rank media by trustworthiness 'doomed to fail,' conservative says," provided expert commentary

January 19, Appeared on Fox 4 News Saturday, provided expert commentary

January 16, Sinclair Broadcasting Group, "Reported Mueller subpoena adds to long list of woes for ostracized Bannon," provided expert commentary

January 11, *Think with Kryss Boyd*, "Reading Between The Tweets: Covering The White House In The Social Media Age," hour-long interview about the presidency, the press, and my edited volume *Columns to Characters: The Presidency and the Press Enter the Digital Age*

2017

December 28, Appeared on Canadian Broadcasting Corporation (CBC)

December 11, Appeared on Canadian Broadcasting Corporation (CBC)
December 11, Appeared on France 24 Television
December 11, NBC News, "In Alabama, evangelicals weigh good, evil and Roy Moore," provided expert commentary
December 8, Sinclair Broadcasting Group, "Dissonance grows between economic performance, Trump approval," provided expert commentary
November 7, Appeared on CW33 NewsFix at 5, Dallas
October 3, Sinclair Broadcasting Group, "Familiar gun debate plays out with more intensity after Vegas shooting," provided expert commentary
August 15, Sinclair Broadcasting Group, "Trump: CEOs who left advisory council are 'not taking their jobs seriously'", provided expert commentary
June 23, *Congressional Quarterly Researcher*, both research and expert commentary were cited.
January 19, Appeared on Fox 4 News at 9, Dallas

2016

December 15, Sinclair Broadcasting Group, "Democrats may struggle to find hope in Trump's presidency, experts say," provided expert commentary
November 19, *Christian Science Monitor*, "Trump University \$25 million settlement: Why Trump didn't fight," provided expert commentary
November 9, Appeared on NBC 5 Today @ 6 a.m., Dallas
November 8, Appeared on Fox 4 News at 5, 5:30, 6 and 6:30, Dallas
November 8, Appeared on KRLD CBS Radio News, Dallas
November 8, Appeared on NBC 5 Today @ 6 a.m., Dallas
November 6, Appeared on Fox 4 News at 9, Dallas
October 28, Appeared on Fox 4 News at 9, Dallas
October 26, *Pittsburgh City Paper*, "Discourse in the Pennsylvania Senate race has suffered under the weight of the presidential election: 'I fear this is the effect of Donald Trump on our political discourse. It now feels like a school cafeteria.'" – provided expert commentary
October 7, *Dallas Morning News*, "Hispanics cringe over Mike Pence's 'Mexican thing' remark at VP debate," provided expert commentary
September 25, Appeared on Fox 4 News at 9, Dallas
September 14, Appeared on Fox 4 News at 9, Dallas
September 2, Appeared on WBAP Dallas Radio News
September 6, Appeared in story that ran on Sinclair Broadcasting, "Clinton slips in polls as emails, foundation linger in headlines," provided expert commentary
August 26, *Houston Chronicle*, "In year of the outsider, Libertarian vies for relevance," provided expert commentary
August 19, Appeared in story that ran on Sinclair Broadcasting, "New Clinton Foundation donation policy sparks fresh criticism," provided expert commentary
July 21, Appeared on WBAP Houston Radio News
July 14, *Washington Times*, "Trump's reality TV experience now an asset for dazzling GOP convention," provided expert commentary
June 21, Appeared on WBAP Houston Radio News
June 10, *Dallas Morning News*, "Latino lawyers blast Trump's remarks on judge," provided expert commentary
June 7, Appeared on Fox 4 News at 9, Dallas
May 31, Appeared in story that ran on Sinclair Broadcasting, "Expert: #NeverTrump third party candidate would be 'sacrificial lamb'," provided expert commentary

May 16, Appeared in story that ran on Sinclair Broadcasting, "LIST: Three times Donald Trump sounded like a Democrat," provided expert commentary

May 14, Appeared on Fox 4 News at 9, Dallas

April 26, Appeared in editorial in Waco Tribune, provided opinion commentary

April 25, Appeared in story that ran on Sinclair Broadcasting, "Expert: Cruz-Kasich alliance could spell disaster for GOP," provided expert commentary

April 21, Appeared in story that ran on Sinclair Broadcasting, "Staffing shift indicates larger changes for Trump camp," provided expert commentary

April 19, Appeared on Fox 4 News at 9, Dallas

April 18, Appeared in story that ran on Sinclair Broadcasting, "Choosing presidential candidates 'feels like democracy,' but reality is more complicated," provided expert commentary

April 13, Appeared in story that ran on Sinclair Broadcasting, "The system isn't 'rigged' against Trump, but it's not necessarily fair," provided expert commentary

April 13, *Orange County Register* (and other McClatchy affiliates), "Can Clinton be the comeback kid again in New Hampshire?" provided expert commentary

April 5, Appeared on Fox 4 News at 9, Dallas

March 15, *Dayton Daily News*, "John Kasich, Hillary Clinton win Ohio primary," provided expert commentary

March 22, Appeared on Fox 4 News at 9, Dallas

March 15, Appeared on Fox 4 News at 9, Dallas

March 4, KERA, "Friday Conversation with Rick Holter" - guest

March 1, Appeared on Fox 4 News at 9, Dallas

March 1, Appeared on Canada's National Post Radio This Morning

March 1, Oregonlive.com (website for *The Oregonian*), "Super Tuesday 2016 results, analysis: Donald Trump, Hillary Clinton win big; Ted Cruz surprises", provided expert commentary

February 29, Appeared on Canada's National Post Radio This Morning

February 29, Appeared on Fox 4 News at 9, Dallas

February 9, Appeared on Fox 4 News at 9, Dallas

February 2, *Kansas City Star* (and other McClatchy affiliates), "Can Clinton be the comeback kid again in New Hampshire?" provided expert commentary

February 1, Appeared on Fox 4 News at 9, Dallas

January 29, Appeared on Fox 4 News at 9, Dallas

January 29, Appeared on KRLD Dallas Radio News

Democratic presidential debate: What time and TV channel - and what to expect", provided expert commentary

January 16, Oregonlive.com (website for *The Oregonian* Newspaper), "Sunday's Democratic presidential debate: What time and TV channel - and what to expect," provided expert commentary

2015

October 27, *Dallas Morning News*, "What to watch for in Wednesday's GOP debate:

"Will struggling candidates come out swinging?" provided expert commentary

June 8, *Dallas Morning News*, "Attack ads move dark-money debate from national stage to Irving council race?" provided expert commentary

RELEVANT NON-ACADEMIC EXPERIENCE

2008 Vote No on 8; San Diego, California

- Volunteer Phone Bank Coordinator and Consultant on Latino Outreach
Essential duties: Helped write phone script for reaching Latino voters. Participated in high level discussions about effective ways to reach Latino voters. Recruited phone bank volunteers. Solicited general campaign funds. Served as election day poll-watcher.
- 2004 John Kerry for President Campaign; Las Cruces, New Mexico
Event Coordination and General Campaign Work
Essential duties: Performed community outreach and public relations functions. Assisted in coordination of a rally for General Wesley Clark. Coordinated local media efforts and general canvassing activities. On election day, oversaw rural effort to “get out the vote,” and facilitated communication between local poll watchers and campaign headquarters.
- 2003-04 WETA – Washington D.C.’s Public Broadcasting Station (PBS)
Staff Writer and Project Manager for LDOnline and Reading Rockets
Essential duties: Wrote for PBS-sponsored websites that aimed to disseminate research and information about learning disabilities (www.LDOnline.org) and reading difficulties (www.ReadingRockets.org). Served as associate producer for teleconference series, “Achieving Success in Reading.” Participated in the writing and formulation of grant applications for monies from the U.S. Department of Education. Provided occasional support to other WETA productions, including *The NewsHour with Jim Lehrer*, *Washington Week in Review*, and *Unfiltered with Tucker Carlson*.
- 2003-07 Campbell-Ewald Publishing; Warren Michigan
Contributing Writer – Movin’ Parts Magazine, Intune Magazine, Intune Direct Newsletter
Total Circulation: ~30,000
Essential duties: Researched, interviewed sources, and wrote articles for three General Motors business-to-business publications regarding the automotive aftermarket industry, product news, technology updates, corporate branding, and business building.
- 2002 The Syracuse Post-Standard; Syracuse, New York
Sports Reporter
Total circulation: 100,000
Essential duties: Covered cross country, road running, and track and field. Wrote enterprise stories about Syracuse University sports (track and basketball) and local gymnastics. Covered high school sports and reported/wrote season advances, game advances, and game stories.
- 1999-01 Hewlett-Packard Company; Boise, Idaho
Top Level Planner, Business Analyst
Essential duties: Oversaw internal communication between manufacturing and marketing departments. Coordinated communication across business functions regarding quality, financial plans, inventory management and business issues. Co-managed marketing and manufacturing team to introduce new LaserJet printers (LJ 8150 family) worldwide and to rollover obsolete printer lines (managed \$10 million budget). Supported/negotiated strategic relationships between HP and business partners. Participated in customer site visits to understand customer needs, reported back to executive management. Built first-ever cross functional

manufacturing/marketing team at Boise site to streamline market forecasting process and reduce costs.

1997-99 Boeing Company; Auburn, Washington
Project Manager and Industrial Engineer

Essential duties: Trained teammates in communication techniques and corporate communication fundamentals. Wrote and managed multimillion dollar project plan to revamp production/supplier processes. Provided customer support. Served as executive liaison to divisional management.