

# Patricia A. Hernandez, PhD

Communication & Public Relations

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## EDUCATION

University of Wisconsin – Madison Ph.D. Mass Communication 2012  
*Dissertation:* Media perceptions of minorities: Muslim American youth and Media-  
Exploring the hostile media phenomenon, ethnic identity, and self-esteem.

University of Wisconsin – Madison M.S. Life Sciences Communication 2007  
*Thesis:* Online Interactive Cancer Communications Services and Positive Health  
Outcomes in Women with Breast Cancer

Northern Michigan University, MI B.S. Management of Health & Fitness 2005  
Undergraduate Health Educator of the Year award

## TEACHING

Johns Hopkins University, Washington, DC May 2022 – Present  
Communication Program Coordinator  
Lecturer  
Faculty Advisor for the Graduate Student Communication Organization  
Diversity Equity and Inclusion Co – Char  
Developed the Digital Media Strategy and Design MA Degree  
Manage MA in Communication Social Media Channels (LinkedIn, Twitter, Instagram)

Marian University - Fond du Lac, WI July 2018 – May 2022  
**Assistant Professor of Communication**  
Developed a Digital Media Track  
Faculty Advisor for student newspaper  
Co – Director of the Honors Program

University of Wisconsin – Madison August 2018 – May 2020  
**Senior Lecturer**  
Developed and taught Introduction to Latin American and Caribbean Studies course  
Developed Sports Media Course

Marquette University – Milwaukee, WI January 2018 – May 2018  
**Adjunct Professor**  
Graduate Organizational Communication Course

Cleveland State University - Cleveland, OH

January 2016 – May 2017

**Adjunct Professor**

COM 449 Advanced Health Communication

COM 362 Health Communication \*Developed online course (graduate)

COM 380 Family Communication

California Baptist University – Riverside, CA

August 2012 – August 2015

**Assistant Professor of Communication**

Director of Communication Studies, Online and Professional Studies

**Undergraduate Courses Taught at CBU:** Public Speaking, \*Global Digital Engagement, Public Relations, \*Interpersonal Communication, Forensic Workshop, \*Rhetorical Criticism, \*Organizational Communication, \*Communication Theory, \*Persuasion and Social Influence,

**Graduate Courses Taught at CBU:** \*Media Effects on Communication Behavior, \*Rhetorical Criticism and Contemporary Culture, \*Global Intercultural Communication, \*Risk Communication, \*Communication Theory and Application, \*Communication Capstone, \*History & Theory of Public Relations, Public Relations Research and Evaluation, \*Critical Thinking & Crisis Management, \*New Media Strategies, \*Public Relations Social and Physical Campaigns, \*Media Effects on Communication Behavior

\*Denotes courses developed

**Program Development** – Developed of the department’s Communication online/hybrid Masters’ Degree at California Baptist University

University of Wisconsin, Madison

August 2006 – May 2011

**Digital Studies Initiative Instructional Development:** Digital Studies (2010 – 2011)  
Spearheaded development of the Digital Studies Certificate program

**Course Assistant:** Communication and Interethnic Behaviors (2010)

Communication Arts, Dr. Louise Mares

**Course Instructor,**

2009 – 2010

Life Sciences Communication, University of Wisconsin – Madison

Communication: Inquiry & Exposition, 100

**Teaching Assistant,**

2006

Cancer Communication, University of Wisconsin – Madison

**Consulting**

**Analytics of Dave for Race Across America**

July, 2018 – July, 2018

Madison, WI

Public Relations for the [Internet of Dave](#). Working with a Team of data analyst and Garmin to develop a campaign for Dave Haase's 2019 Race Across America June, 2019

**University of Wisconsin – Madison**  
2019

October 2018 – April

Developing an online introductory sports communication course

## RESEARCH POSITIONS

**Project Assistant**

2008 – 2011

Health Sciences Institutional Review Board, University of Wisconsin - Madison

**Research Assistant**

2010

Raj Patel, PhD

San Francisco, California

Gathered latest research to help Dr. Patel prepare for interviews, talks, journal articles, and his next book. Topics include the following: Malawi famine, British Petroleum spill, G20 and G8, food security and safety.

**Project Assistant, 2010**

Communication Arts, University of Wisconsin - Madison

Professor Louise Mares

Topic: Students' Perceptions of Social Groups (SE-2010 – 0081)

And Tween Sitcom Follow up (SE-2010 – 0082)

**Assistant Researcher, 2009**

Communication Arts, University of Wisconsin - Madison

Professor Louise Mares

Topic: Tween Sitcom

**Research Assistant, 2005 – 2008**

Comprehensive Health Enhancement Systems Study, University of Wisconsin – Madison

Write and disseminate latest cancer research and news to cancer patients to help patients manage their condition via online interactive cancer communication system

## SCHOLARSHIP

### PUBLICATIONS

Mello, B., Brammer, L., White, C., **Hernandez, T.**, Bach, B. (2016). Communication Education Assessment and NCA Student Learning Outcomes. *Communication Education*. 65 (4),

Mares, L., Braun, M. and **Hernandez, P.** (2012) Pessimism and anxiety: Effects of tween sitcoms on expectations, feelings, and moral reasoning about peer relationships in school. *Media Psychology* 15 (2), 121 - 147

Shaw, B., Han, J.Y., Kim, E., Gustafson, D., Hawkins, R. P., Cleary, J., Mctavish, F., Pingree, S. **Eliason (Hernandez), P.** and Lumpkins, C. (2007) Effects of prayer and religious expression within computer support groups on women with breast cancer. *Psycho – Oncology*, 16(7) 676-8

### **CONFERENCE PAPERS/PRESENTATIONS**

**Hernandez, P.** (October 2018). How Evaluative Thinking and Systems Evaluative Thinking Paved an Advantageous Path for because I said I would. Society for Research in Child Development, Philadelphia, PA

**Hernandez, P.**, and Smithhisler, C. (October 2018). Because I Said I Would. Presented at the annual Character.org conference. Washington, DC

**Hernandez, P.** (August, 2013) Muslim American youth and identity. Presentation at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Washington, DC

Cacciatore, M., and **Hernandez, P.** (November 22, 2008). The role of emotions on information processing: Biofuels. MAAPOR, Chicago, IL

**Hernandez, P.** (May14, 2008) Online interactive cancer communication services and positive health outcomes in women with breast cancer. AAPOR, New Orleans, LA

**Hernandez, P.** and Cook, A. (April, 14, 2005). Relationship between the first year experience program and college students' perception of social support. AAPHERD, Chicago, IL

**Hernandez, P.** (September, 2007). Israel Media Landscape. University of Wisconsin Madison, Madison, WI

### **INVITED PRESENTATIONS**

#### **Best Practices for Applying for a PhD**

Johns Hopkins, Graduate Student Communication Organization Sponsored Webinar  
April 2022

#### **Are you Zoomed Out?**

Johns Hopkins MA in Communication Program Webinar, November 2020

#### **Who Reads it Anyway? The role of student led newspaper on a college campus**

Marian University, Academic Symposium, April 2019

**Because I said I would** Keynote speaker at The Ohio Center for Law Related Education. Columbus, Ohio. October 2018

**Because I Said I Would Character Education**

Out of School Time Providers Network Rainey Arts Center, Cleveland, OH, September 2016

**Social Media Seminar**

Downtown Riverside Partnership, Riverside CA, September 2013.

**First Year Lessons**

California Baptist University, Fall Faculty Retreat, August 2013.

**Interactive Course Design**

Blackboard Teaching and Learning Conference, UCLA, November 2012.

**Media and Public Relations Panel**

PRSSA meeting at California Baptist University, September 2012

**Israel: Cultural Diversity,**

Queen of Peace, Madison, Wisconsin, 2008.

**Israeli Media and Society**

Global Life Sciences Communication, University of Wisconsin – Madison, 2007.

**Exercise and Diabetes**

Bay De Noc Community College, Escanaba, Michigan, 2005.

**Sports Programming in Rwanda**

Health Education, Northern Michigan University, 2005.

**Technology to Enhance Learning**

Undergraduate Research Symposium, Northern Michigan University, 2005

## SERVICE

**PROFESSIONAL SERVICE**

The National Communication Association (NCA). The Learning Outcomes Project, 2015

AEJMC Reviewer for Graduate Studies Division, January 2013 - Present

International Service Project – Taught English in Taiwan for 3 weeks, June 2014

International Service Project – Taught social media seminars for 3 weeks at Nilai University, in Malaysia, July 2013

PRSA Inland Empire: Ethics Committee, August 2012 – May 2015

PRSA Inland Empire: Events Committee Member, November 2012 – May 2015

**Global Graduates and Partners Program** Madison, WI  
Peer mentor for international graduate students

**Healthy Classrooms** Madison, WI

The foundation works with communities to bring public health education into the classroom to help students make smart decisions about nutrition, fitness, environmental responsibility, and their developmental well-being.

**Buckets for Hunger** Oregon, WI

Assisted the organization in coordinating Wisconsin's Best. In 2006, Buckets for Hunger hosted Kareem Abdul-Jabbar, Jerry Kramer, Pat Richter, Al Toon, Bret Bielema, Terrel Fletcher, Mike Eaves, Clyde Gaines, for a night of Wisconsin sports memories.

**Professional Association Membership**

Public Relations Society of America

International Communication Association

Association for Education in Journalism and Mass Communication

American Association for Public Opinion Research

Palestinian American Research Center

## PROFESSIONAL EXPERIENCE

*Because I Said I Would*, Lakewood, OH July 2015 – September 2018

**VP of Character Education.**

Drive strategic communication and development in addition to conducting research and development of curriculum.

- Strategically managed over 600 speaking engagement requests per year and negotiate over 1.5 million dollars in speaking engagement revenue for the nonprofit.
- Research, write, create content for videos to disseminate on health communication topics related to behavior change.
- Build and maintain relationships with key stakeholders at corporations, nonprofits, and schools.
- Recruit and managed 16 volunteers whom were experts in Character Education.

- Develop, write, and edit strategic messaging
- Serve on search committee for multiple roles
- Write and edit content for website that has an average of 520 visitors per day
- Research material for a book our organization is currently writing.
- Research, develop, and disseminate content and curriculum for both adults and youth
- Successful program planning and development to launch high school chapters.

*Center for Disease Control and Prevention, Remote – NIOSH, 2012*

**Project Associate**, Development of key informant interview script in collaboration with NIOSH. Conducted key informant interviews for four stakeholder groups. Summarized and create final report of findings.

## **SCHOLARSHIPS AND AWARDS**

**Partnership for Advancing Character Evaluation** October 2016 – October 2018

**Josephson Institute of Ethics: Character Counts Certificate** - August 2016

**Nelli McCannon Life Sciences Communication Award**

University of Wisconsin – Madison, 2010

**Jean W. Fewster Award**

Communication and International Development, University Madison – Wisconsin, 2010

**Israel Experience College Scholarship**

Media Relations, 2007

**Undergraduate Health Educator of the Year Award**

American Alliance for Health Physical Recreation and Dance, Chicago, IL, 2005

**Technology to Enhance Learning Award**

Northern Michigan University, 2005

**Outstanding Undergraduate Student**

Northern Michigan University, 2005

**Travel Grants**

**Conference presentation travel award**

Wisconsin Agriculture & Life Sciences Alumni Association - University of Wisconsin-Madison, 2007

**Information Technology**

Adobe Premiere Pro, Adobe Premiere Cut, Salesforce, Google Analytics, Hootsuite, WebEx, Blackboard, Canvas, Desire to Learn, Microsoft Office, Word Press, Blogger, Social Media Channels amongst many other.

**Foreign language**

Spanish – Basic reading and comprehension

Arabic – Basic reading and comprehension – working knowledge