

# Joseph Giomboni, Ph.D.

Susquehanna University  
Department of Communications  
Apfelbaum Hall  
514 University Ave.  
Selinsgrove, PA 17870  
[giombonij@susqu.edu](mailto:giombonij@susqu.edu)

8 Parkview Drive  
Plains, PA 1870  
570-417-6263  
[jrgiomboni@gmail.com](mailto:jrgiomboni@gmail.com)

## **EDUCATION**

**Ph.D.**, Klein College of Media and Communication, Temple University, 2021

*Dissertation*: “Constructing the Ideal PR Employee: Ambiguity and Identity in the Digital Economy”

*Committee*: Brian Creech, Thomas Corrigan (external), Devon Powers, Patrick Murphy (chair)

**M.F.A.**, Creative Writing, Wilkes University, 2010

**M.S.**, Health Care Administration, with honors, King’s College, 2007

**B.A.**, English, King’s College, 2003

## **PROFESSIONAL APPOINTMENTS**

2021-Present      Assistant Professor, Department of Communications, Susquehanna University

2018-2021      Assistant Professor, Turock School of Arts and Sciences, Keystone College

## **PUBLICATIONS**

### **Review Essays**

Giomboni, J., & Pratt, C.B. (2018). A review of two crisis communication publications: Academic and practitioner perspectives. *Journal of Communication*, 68(3). E22–E34,

<https://doi.org/10.1093/joc/jqy015>

## **TEACHING EXPERIENCE**

### **Susquehanna University, Selinsgrove, PA**

Assistant Professor of Communications, Social Media Production

2021-Present

**Introduction to Communication/Media Theory** (Spring 2022 x2)

**Research Methods in Advertising and Public Relations** (Spring 2022)

**Essentials of Digital Media** (Spring 2022)

**Sports Statistics** (Fall 2021 x2)

**Writing & Planning for Screen** (Fall 2021)

**Interpersonal Communication** (Fall 2021)

**Keystone College, La Plume, PA**

Assistant Professor of Communications, Turock School of Arts and Sciences

2018-2021

**Digital Media Production** (Sp 2021); **Intro to Screenwriting** (Sp 2020); **Comm Research Skills** (Spring 2019, 2020, & 2021); **Intro to PR** (Fall 2018, 2019, & 2020); **Mass Communication** (Spring 2019, 2020, & 2021); **Interpersonal** (Fall 2018, 2019, & 2020); **Speech** (2018-2020)

**King's College, Wilkes-Barre, PA***Part-Time Lecturer, Mass Communications Department*

2009-2013

**Media and Communication Campaigns** (Spring 2012, Fall 2013)**Branding Technique and Creative Design** (Fall 2011)**Writing for Mass Communications** (Fall 2009-Spring 2011)**Teaching Assistant, Temple University, 2014-2017:**

with Dr. Barry Vacker, Media and Society (Spring 2017, Fall 2016, Fall 2014)

with Dr. Nancy Morris, Intro to Media Theory (Spring 2017)

with Dr. Bruce Hardy, Intro to Public Relations (Fall 2016)

with Dr. Donnalyn Pompper, Intro to Public Relations (Spring 2016)

with Dr. Tracey Weiss, Communication Leadership (Spring 2016)

with Dr. Jade Kim, Future of Your TV (Fall 2015)

with Dr. Cornelius Pratt, Intro to Public Relations (Spring 2015)

with George Miller, Journalism and Society (Spring 2015, Fall 2015)

with Greg Feistman, Intro to Public Relations (Fall 2014)

**PROFESSIONAL EXPERIENCE****King's College, Wilkes-Barre, PA***Assistant Director of Public Relations*

2004 – August 2018

Managed social media platforms, media relations, designed newsletters, wrote news releases and profile articles for the alumni magazine, edited video projects.

Managed United Way Employee Campaign (2010-2013) and raised over \$35,000.

***The Citizens' Voice****Sports Stringer*

2005 – 2007

Wrote factually correct, engaging game stories for high school football within tight deadlines.

Conducted interviews with coaches and players for weekly writing assignments

**Video Editing Certifications**

Adobe Certified Professional, Premiere Pro, 2021

Apple Certified Pro, FCP X, Level Two, 2013

**RESEARCH EXPERIENCE***Doctoral Research: Klein College of Media and Communication, Temple University***Spring 2017, Research advisor: Dr. Bruce Hardy**

Theoretical study of experimental method, statistical analysis and R Studio. Developed survey with embedded experiment to analyze motivated reasoning of college interns.

**Fall, 2016, Research advisor: Dr. Patrick Murphy**

Theoretical investigation of ethnography, culture, and the public relations industry as a field site.

**Fall, 2016, Research advisor: Dr. Cornelius Pratt**

Theoretical analysis of crisis communication. Resulted in review essay published in the *Journal of Communication*, June 2018.

**CONFERENCE PRESENTATIONS**

**November 2019:** National Communication Association 105<sup>th</sup> Annual Convention, Baltimore, MD:  
**Top Student Paper Presentation**, Public Relations Division, *Constructing the Ideal Public Relations Employee: Ambiguity and Identity in the Digital Economy*.

**April 2017:** Temple University Graduate Research Forum, Philadelphia, PA:  
**Individual Paper Presentation**, (*Digitally Inclined*) *Hands Around the PR Office: Industrial Constructions of Intern Labor*.  
**Student Poster Panel**, *Public Relations Agencies as Field Site: A Methodological Approach*.

**April 2016:** Temple University Graduate Research Forum, Philadelphia, PA: *Public Relations, Interns and Hope: Empowering Young Laborers into the Social Factory*.

**HONORS/AWARDS**

"Best College Professor," 2020 *Abington Journal's* Best of the Abington's.  
Top Student Paper, Public Relations Division, National Communication Association, 2019  
Teaching Assistantship, Klein College of Media and Communication, 2014-2017  
King's College Service-Learning Curriculum Development Award, 2013  
Alpha Epsilon Lambda, 2007

**GRANTS**

- 2022, Mini-Grant, Committee on Faculty Scholarship of Susquehanna University (\$1,000).
- Develop original screenplays under the mentorship of a professional screenwriter, spring 2021.
- 2020, Summer Grant, University Fellowship Committee of the Graduate Board of Temple University (\$6,000).
- Conduct dissertation research and present findings at the university's Graduate Fellows Research Symposium in fall 2020.
- 2020, Faculty Stipend Award 2020-21, Keystone College (\$1,500)
- Create TV/Streaming Writing course at Keystone College
- 2020, Keystone College Alumni Association (\$500)
- Purchased video production equipment for student club, The Guild.
- 2020, Faculty Stipend Award, Keystone College (\$750)
- Develop Open Educational Resources for the Introduction to Public Relations course.
- 2019, 1 For All Grant, Middle Tennessee State University (\$2,000)

- Developed first amendment internal and external communication campaign for public relations course, Keystone College, fall 2019

2019, Faculty Stipend Award 2019-20, Keystone College (\$1,500)

- Redesigned video production courses with focus on certification at Keystone College

2019, Keystone College Alumni Association (\$500)

- Purchased video production equipment for student club, The Guild.

2019-Present, Pennsylvania Liquor Control Board Healthy Alternatives Grant (\$275 x6)

- Alcohol education award funded three of The Guild's student activities

### **INVITED TALKS**

**2019:** Omicron Delta Epsilon Induction Ceremony, April 10, King's College, Wilkes-Barre, PA:  
**Keynote Address**, *Internships: Politics, Power, and Inequality*.

### **ADDITIONAL COURSES PREPARED TO TEACH**

Social Media Theory and Strategy

Television & Streaming Writing

Advanced Screenwriting

Public Relations Writing/Campaigns

Crisis Communication

Ethnographic Method/Interviewing

Culture Industries

### **CURRENT DEPARTMENTAL/UNIVERSITY SERVICE**

**Department Ambassador**, Communication Department, Susquehanna University

Represented department during meet-the-faculty session for Family Weekend; "Build Your Bright Future" Open Houses and various admissions events.

### **FORMER DEPARTMENT/UNIVERSITY SERVICE**

**Benefits Advisory Committee**, Keystone College (2018-2021)

**New Student Orientation Committee**, Keystone College (2019-2021)

**Experiential Learning and Internship Development Committee**, Keystone College (2018-19)

**Ad-Hoc Committee, Adjunct Faculty Award**, Keystone College (2020)

**Curricular Advising**, (2018-2021), academic advisor for Communication Arts and Undecided majors.

**Internship Faculty Supervisor**, (Spring 2019-2021), supervised all Keystone communication interns.

**Senior Capstone Project Advisor, 2018-2021**, served as an advisor on Capstone Committees for Keystone College seniors. Projects include themed newspapers, sports team media guide, website, film, sports recruiting videos, and original screenplays.

### **EXTRACURRICULAR DEPARTMENT/UNIVERSITY SERVICE**

**COMM 502: Individual Investigation**, faculty sponsor, in-depth development of feature-length screenplay project. Susquehanna University (spring 2022)

**Club Advisor, The Guild (2018-2021)**

Supervised student club designed as the creative outlet for students at Keystone College. I organized film, PR, music, journalism, literary, and theatre activities.

**Moderator, Guild Writer's Panel: Breaking Into The Creative Industries.** Served as moderator and organized panel of fiction writers, poets, playwright, screenwriter, and a publisher to discuss writing process and breaking into their respective industries. April 8, 2019. Evans Hall, Keystone College.

**Department Ambassador, Turock School of Arts and Sciences, Keystone College**  
Represented department during orientation meet-the-faculty session; Clubs Rush Week for Communication Department Club "The Guild"; Open Houses and admissions events.

**Graduate Mentor, Klein College of Media and Communication, Temple University**  
Counseled incoming doctoral students on coursework, program procedures, research

**ACADEMIC MEMBERSHIPS**

Association for Education in Journalism and Mass Communication  
- PR Division, Teaching Committee Member  
National Communication Association  
Public Relations Society of America

**REFERENCES****Patrick D. Murphy, Ph.D.**

Associate Dean for Research & Graduate Studies  
Klein College of Media & Communication  
Temple University  
334 Annenberg Hall  
Philadelphia, PA 19122  
Phone: 215-204-3876; email: [murphy.p@temple.edu](mailto:murphy.p@temple.edu)

**Devon Powers, Ph.D.**

Associate Professor, Department of Advertising + Public Relations  
Lew Klein College of Media & Communication, Temple University  
2020 N. 13th Street  
Philadelphia, PA 19122  
Phone: (215) 204-5953; E-mail: [devon.powers@temple.edu](mailto:devon.powers@temple.edu)

**Bruce W. Hardy, Ph.D.**

Assistant Professor, Communication and Social Influence  
Klein College of Media and Communication, Temple University  
Distinguished Research Fellow, Annenberg Public Policy Center, University of Pennsylvania  
323 Weiss Hall  
Philadelphia, PA 19122  
Phone: 215-204-1145; E-mail: [bruce.hardy@temple.edu](mailto:bruce.hardy@temple.edu)