

CURRICULUM VITAE

JOHN G. WIRTZ

I. Personal Information

A. Contact information

John G. Wirtz, Ph.D.
Charles H. Sandage Department of Advertising
College of Media
University of Illinois at Urbana-Champaign
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B. Education

Ph.D., 2009
University of Minnesota-Twin Cities
Major: Mass communication
Minor: Psychology
Dissertation title: "Mass media campaigns and conversation: Testing short-term and long-term priming effects of topic-related conversation on conversational participants."
Adviser: Brian Southwell
Committee members: John Eighmey, Mark Snyder, Daniel Wackman

M.A., 2004
University of Minnesota-Twin Cities
Major: Communication studies
Thesis title: "Use of fear, self-efficacy and social norms within health messages."
Adviser: Terry Kinney

B.S., 1989
Valley Forge Christian College
Major: Bible/Theology

C. Academic Positions

Assistant professor, 2012-present
Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign

Graduate faculty, 2012-present
Institute for Communications Research, University of Illinois at Urbana-Champaign

Assistant professor, 2009-2012
College of Media and Communication, Texas Tech University

Affiliated faculty, 2009-2012
Institute for Hispanic and International Communication, Texas Tech University

C. Academic Positions (cont'd)

Graduate instructor, 2005-2009

School of Journalism and Mass Communication, University of Minnesota-Twin Cities

Graduate instructor, 2004

Department of Communication Studies, University of Minnesota-Twin Cities

Assistant professor, 1999-2003

Department of Communication Arts, North Central University (Minneapolis, MN)

II. Research, Grants, and Other Scholarship**A. Research Interests**

Broad: Direct and indirect effects of mass media health campaigns; health promotion advertising; interpersonal communication; predictors of physical activity and healthy eating; message framing and narrative

Specific: How talking about ads or other media content suppresses or amplifies mass media effects; how conversational topic influences response to ads; how message framing and message format, and in particular using narratives, produces different attitudinal and behavioral outcomes; predictors of physical activity and healthy eating among Hispanic adults

Secondary: websites and dialogic communication; sex in advertising; advertising and marketing to children; meta-analysis

B. Articles in Peer-Reviewed Journals

Wirtz, J. G., Sar, S., & Shreyas, S. (Forthcoming). The moderating role of mood and personal relevance on persuasive effects of gain- and loss-framed health messages. *Health Marketing Quarterly*.

Wirtz, J. G. & Ngondo, P. (2013). An Analysis of the Website Strategies of Top-Fee Generating U.S.-Based Public Relations Agencies. *Public Relations Journal*, 7(1). Available at: <http://www.prsa.org/Intelligence/PRJournal/Vol7/No1/>

Wirtz, J. G., & Sims, A. (2012). "Wait a minute! I didn't know that's what you thought": A case study about reaction to Whole Foods Market CEO John Mackey's editorial about healthcare reform. *Public Relations Journal*, 6(3). Available at: <http://www.prsa.org/Intelligence/PRJournal/Vol6/No3/>

Su, J., Tranh, A., **Wirtz, J. G.**, Langtaeu, R. L., & Rothman, A. J. (2009). Driving under the influence (of stress): Evidence of a regional increase in post-9/11 U.S. traffic fatalities. *Psychological Science*, 21, 59-65.

Jones, S. M., & **Wirtz, J. G.** (2007). Sad monkey see, sad monkey do: Nonverbal matching in emotional support encounters. *Communication Studies*, 58, 71-86.

Jones, S. M., & **Wirtz, J. G.** (2006). How does the comforting process work? An empirical test of an appraisal-based model of comforting. *Human Communication Research*, 32, 217-243.

B. Peer-Reviewed Conference Proceedings

Ngondo, P., & **Wirtz, J. G.** (2012). Do As I Say or Do As I Do?: An Analysis of Dialogic Communication Web Site 431 Strategies of Top Fee-Producing Public Relations Agencies. In Z. C. Li & C. A. Spaulding (Eds.), *International Public Relations Research Conference: Vol. 15. Using theory for strategic practice through global engagement and conflict research* (pp. 431-446).

Wirtz, J. G., Gardner, L., & Ngondo, P. (2011). A systematic review of the contribution of public relations theory and practice to health campaigns. In L. R. Men & M. D. Dodd (Eds.), *International Public Relations Research Conference: Vol. 14. Pushing the envelope in public relations theory and research and advancing practice* (pp. 957-975).

Wirtz, J. G., & Sims, A. (2010). Alienating publics; activating publics: A case study of Whole Foods Market and CEO John Mackey's Editorial about Healthcare Reform. In M. D. Dodd & K. Yamamura (Eds.), *International Public Relations Research Conference: Vol. 13. Ethical Issues for Public Relations Practice in a Multicultural World* (pp. 924-936).

C. Publications Under Review or Being Revised (Complete Drafts Available)

Wirtz, J. G., & Kulpavaropas, S. (Under second review). The effects of narrative and message framing on engagement and eating intention among a sample of adult Hispanics. *Journal of Nutrition Education and Behavior*.

Wirtz, J. G., Poe, P., & Ngondo, P. S. (Revise and resubmit). Talking *with* us or *at* us?: How U.S. religious denominations use organizational Web sites to communicate with their publics. *Journal of Religion and Media*.

Wirtz, J. G., & Southwell, B. G. (Revise and resubmit). An empirical test of how conversation influences the strength of relations of Theory of Planned Behavior variables. *Journal of Health Communication*.

Wirtz, J. G., Sparks, J., & Lyons, K. (Under first review). Sex attracts. Sex distracts. A meta-analysis of sex in advertising literature. *Journal of Advertising*.

Wirtz, J. G., & Kulpavaraopos, S. (Under first review). Identity, media use and conversation as predictors of physical activity among a sample of adult Hispanics: A test of the O-S-O-R model. *Health Communication*.

D. Works in Progress (Drafts in Preparation)

Wirtz, J. G., Duff, B., Ahn, R., Song, R., & Wang, Z. (In preparation). If it looks healthy, is it? A content analysis of visual and verbal advertising claims on packages of portable children's snacks.

Ngondo, P., & **Wirtz, J. G.** (In preparation). Should trait impulsivity be added to the Theory of Planned Behavior? A test using adult Hispanics and avoiding snacking behavior.

Sar, S., **Wirtz, J. G.**, Angelcev, G., & Anderson, B. (In preparation). Using narratives within child abuse public service announcements to create empathy.

Anderson, B., & **Wirtz, J. G.** (In preparation). Testing how negative and positive online comments affect attitude toward an organization.

E. Peer-reviewed Conference Papers and Presentations

- Wirtz, J. G.,** Ahn, R., Song, R., & Wang, Z. (2013). Selling or selling out?: A content analysis of children's snack packages and implications for advertising practitioners and educators. Association for Education in Journalism and Mass Communication national conference; Washington D.C.; August 2013.
- Wirtz, J. G.,** Sparks, J. S., & Brown, K. (2012). Sex sells? A meta-analysis of the effect of sexual content in advertisements on persuasive outcomes. Association for Education in Journalism and Mass Communication national conference; Chicago, Illinois; August 2012.
- Ngondo, P. S. & **Wirtz, J. G.** (2012). "Do as I say or do as I do?" An analysis and critique of dialogic communication website strategies of top fee-producing U.S.-based public relations agencies. International Public Relations Research Conference; Coral Gables, Florida; March 2012.
- Ghughe, S., Sar, S., **Wirtz, J. G.,** & Rodriguez, L. (2011). The role of mood and personal relevance on the persuasive impact of gain and loss frames in ads. American Academy of Advertising national conference; Mesa, Arizona; April 2011.
- Wirtz, J. G.,** Gardner, E., Ngondo, P. S. (2011). Health public relations: How public relations theory can (and should) contribute to the practice of health campaigns. International Public Relations Research Conference; Coral Gables, Florida; March 2011.
- Wirtz, J. G.,** Sims, A., & Anderson, B. D. (2010). 'Hey BikerGal: Using ALL CAPS=EPIC FAIL!' Identifying message factors that influence the persuasiveness of online comments. Association for Education in Journalism and Mass Communication national conference; Denver, Colorado; August 2010.
- Wirtz, J. G.,** Poe, P., Ngondo, P. S. (2010). Do denominations talk *with* us or *at* us? A content analysis of U.S. denominational websites. Association for Education in Journalism and Mass Communication national conference; Denver, Colorado; August 2010; *Top Faculty Paper award Religion & Media Interest Group.*
- Wirtz, J. G.** (2010). Does topic-related conversation prime conversational participants? Evidence that talking before message exposure can influence ad evaluation. American Academy of Advertising national conference; Minneapolis, Minnesota; March 2010.
- Wirtz, J. G.,** & Sims, A. (2010). Alienating a key corporate stakeholder via public communication by a corporate executive: A case study of Whole Foods Market and the healthcare debate. International Public Relations Research Conference; Coral Gables, Florida; March 2010.
- Wirtz, J. G.** (2009). Talking then walking: How conversations held prior to exposure to campaigns advocating moderate exercise influence the strength of relations in Theory of Planned Behavior variables. International Communication Association annual conference; Chicago, Illinois; May 2009.
- Wirtz, J. G.** (2009). Student-related conversations and tasks as causes of assimilation and contrast effects in the evaluation of anti-binge drinking ads. American Academy of Advertising national conference; Cincinnati, Ohio; March 2009.

E. Peer-reviewed Conference Papers and Presentations (cont'd)

- Wirtz, J. G.** (2008). 'I'd vote for him because...' Religious beliefs and closed mindedness as factors explaining how individuals use endorsements when evaluating political candidates. Association for Education in Journalism and Mass Communication national conference; Chicago, Illinois; August 2008.
- Wirtz, J. G.** (2008). Talk and planning for talk: Effect of anticipated and actual conversations on message recognition, recall, and attitudes toward suggested health-protective behaviors. International Communication Association annual conference; Montreal, Quebec; May 2008.
- Boudewyns, V., & **Wirtz, J. G.** (2008). Revising a measure of interpersonal communication within the context of mass media health communication campaigns. International Communication Association annual conference; Montreal, Quebec; May 2008; *Top Four Graduate Student Paper award*.
- Himmelboim, I., **Wirtz, J. G.**, & Jones, J. (2008). Online health conversation: Placing content in its social context. International Sunbelt Social Network Conference; St. Petersburg, Florida; January 2008.
- Wirtz, J. G.**, & Jones, J. (2007). 'Why do you read blogs and update your facebook page so much?': Using psychological variables to predict specific Internet behaviors. Association for Education in Journalism and Mass Communication national conference; Washington, D.C.; August 2007.
- Jones, J., & **Wirtz, J. G.** (2007). Parsing out the players in the blogosphere: Developing a predictive model of blogging and blog readers. Association for Education in Journalism and Mass Communication national conference; Washington, D.C.; August 2007.
- Wirtz, J. G.** (2006). Using focus groups to explore differences in the social construction of reality between heavy and light television viewers. National Communication Association national conference; San Antonio, Texas; November 2006.
- Wirtz, J. G.**, & Sheets, P. (2006). 'I'll vote for you but only if you go to church with me': Motivated processing, personal ideology, and evaluation of political candidates. Association for Education in Journalism and Mass Communication national conference; San Francisco, California; August 2006.
- Jones, S. M., & **Wirtz, J. G.**, & Fitzpatrick, S. (2006). How does the comforting process work?: An empirical test of an appraisal-based model of comforting. International Communication Association annual conference; Dresden, Germany; June 2006.
- Jones, S. M., & **Wirtz, J. G.** (2004). 'What's polite is good, or the more, the better?': Testing nonverbal matching and nonverbal responses in emotional support encounters. National Communication Association national conference; Chicago, Illinois; November 2004.
- Jones, S. M., & **Wirtz, J. G.** (2004). Nonverbal matching and nonverbal responses in brief conversations about stressful events between strangers. International Association of Relationship Research annual conference; Madison, Wisconsin; July 2004.

F. Conference Panels and Presentations

Jones, S. M. & Wirtz, J. G. (2010). Knower & Miller Awards Panel: Outstanding Books and Articles in Interpersonal Communication—"How Does the Comforting Process Work? An Empirical Test of an Appraisal-Based Model of Comforting." National Communication Association national conference, San Francisco, California; November 2010.

G. Grants and Research Contracts

Completed/ Awarded Grants and Research Contracts

Project title: Determining relations between media use, interpersonal communication and levels of physical activity among a sample of Hispanics in West Texas.

Role: Principal investigator

Period of funding: September 2011-August 2012

Total cost: \$5,000

Agency: Texas Tech University, COMC Funded Research Initiative

Project description: Competitive grant that funded costs related to data collection for study about media use, conversation and physical activity.

Project title: *Jamaicas*: Identifying and overcoming barriers associated with the use of religious festivals to disseminate health messages among Hispanics in West Texas.

Role: Principal investigator

Period of funding: May 2010 – August 2010

Total cost: \$1,200

Agency: Texas Tech University, College of Media and Communication, Faculty Research Assistance Fund

Project description: Competitive grant that funded data collection costs related to understanding how to collect data at area religious festivals.

Project title: Determining external perceptions of Texas Tech University and developing strategies to address perceived brand weaknesses.

Role: Co-investigator (with Trent Seltzer, PI; Glenn Cummins co-I)

Period of funding: January 2010 – May 2010

Total cost: \$10,000

Agency: Texas Tech University, Department of Marketing and Communications

Project description: Research contract in which faculty supervised undergraduate students conducting research about Texas Tech's brand image.

Grants Submitted (Not Funded)

Project title: Examining implicit and explicit attitudes towards branded food products targeted to children and families in food stores among low income and racial/ethnic minority groups.

Role: Co-investigator (with Diana S. Grigsby-Toussaint, PI; Barbara H. Fiese, Co-I)

Agency: Robert Wood Johnson Foundation (RWJF) Healthy Eating Research program

Grants Submitted (Not Funded) (cont'd)

Project title: Developing an online training module targeting a reduction in youth violence and return visits to the emergency room.

Role: Co-investigator

Agency: The Rhode Island Foundation, Youth Violence Initiative

Project title: Engineering Diversity: Promoting Latina Undergraduate Success (Engineering Diversity-Plus).

Role: Co-investigator (with Charlotte Dunham, PI; Karlene Hoo, co-I)

Agency: National Science Foundation, Research on Gender in Science and Engineering

G. Awards, Prizes, and Special Recognition

L.U. Kaiser Innovative Teaching Award, Texas Tech University, for course design and assignments in PR 4301 Special topics: Social Media and Public Relations (taught fall 2010), October 14, 2011

Top Faculty Paper award (with graduate students Philip Poe, Prisca Ngondo), Religion and Media Interest Group, Association for Education in Journalism and Mass Communication national conference, August 2010

Kappa Tau Alpha national honor society, inducted March 2009

Franklin H. Knowler article award (with Susanne M. Jones), Interpersonal Communication Division, National Communication Association, for "How does the comforting process work? An empirical test of an appraisal-based model of comforting" appearing in *Human Communication Research*, awarded at 2008 NCA national conference, November 2008

Top Four Graduate Student Paper award (with Vanessa Boudewyns), Health Communication Division, International Communication Association 2008 annual conference, May 2008

Herbert Berridge Elliston Graduate Fellowship, \$6,500, School of Journalism and Mass Communication, University of Minnesota-Twin Cities, Fall 2007

Graduate Student/Faculty Research Partnership Summer Fellowship (with Marco Yzer), \$4,800, College of Liberal Arts, University of Minnesota-Twin Cities, May-July, 2006

III. Teaching, Mentoring, and Advising**A. Courses Taught**

University of Illinois at Urbana-Champaign

Spring 2013 ADV 350: Public Relations Writing

Fall 2012 ADV 310 Introduction to Public Relations

Fall 2012 ADV 350: Public Relations Writing

A. Courses Taught (cont'd)*Texas Tech University*

Summer 2012 PR 4301: Special Topics: Social Media and Public Relations
 Spring 2012 PR 3311: Strategies for Public Relations
 Spring 2012 PR 4308: Public Relations Management
 Fall 2011 PR 3311: Strategies for Public Relations
 Fall 2011 PR 4308: Public Relations Management
 Summer 2011 PR 4301: Special Topics: Social Media and Public Relations
 Spring 2011 PR 3311: Strategies for Public Relations
 Spring 2011 PR 6315: Special Topics: Designing Mass Media Health Campaigns
 Fall 2010 PR 3311: Strategies for Public Relations
 Fall 2010 PR 4301: Special Topics: Social Media and Public Relations
 Summer 2010 PR 3311: Strategies for Public Relations
 Spring 2010 PR 3311: Strategies for Public Relations
 Spring 2010 MCOM 3380: Mass Communications Survey and Research Methods
 Fall 2009 PR 3310: Principles of Public Relations
 Fall 2009 PR 3311: Strategies for Public Relations
 Summer 2009 PR 3312: Writing for Public Relations

University of Minnesota-Twin Cities

List of courses taught and syllabi available upon request.

North Central University

List of courses taught and syllabi available upon request.

B. Independent Studies and Honors Student Projects*University of Illinois at Urbana-Champaign**Undergraduate*

Keller, Kirsten, James Scholar project: writing a case study, in progress, spring 2013
 Lapping, Alexis, James Scholar project, writing a case study, in progress, spring 2013

*Texas Tech University**Undergraduate*

Aziz, Kelsie, independent research project: writing a case study, completed, spring 2012
 Yingling, Katelyn, independent research project: content analysis, completed, spring 2012

Graduate

Ngondo, Prisca, independent research project: applying theory to community health issues, completed, summer 2011
 Sims, Austin, independent research project: conducting a meta-analysis, completed summer 2010
 Wise, Wes, independent research project: conducting a meta-analysis, completed summer 2010

C. Course and Curriculum Development*University of Illinois at Urbana-Champaign*

Adapted lab-based public relations writing course to be delivered in standard classroom, fall 2012

C. Course and Curriculum Development (cont'd)*Texas Tech University*

Extensive revision to existing course PR 4308 Public Relations Management, fall 2011

Developed special graduate-level special topics course on mass media health campaigns (PR 6315), spring 2011

Created new undergraduate special topics course on public relations and social media (PR 4301), fall 2010

Created new undergraduate core course on public relations and strategy (PR 3311), fall 2009

D. Graduate Advising: Master's Students*University of Illinois at Urbana-Champaign**Master's theses*

Jefferson, Anton, M.A. thesis adviser, in progress

*Texas Tech University**M.A. comprehensive exams*

Master's degree (mass communication) comprehensive exam committee, chair, spring 2011

Master's degree (mass communication) comprehensive exam committee, member, summer 2010

E. Graduate Advising: Doctoral Students*Texas Tech University**Ph.D. dissertations*

Ngondo, Prisca, dissertation adviser, "Reflection versus impulse: How does trait impulsivity influence relations between Theory of Planned Behavior variables?", defended May 2013, dissertation deposited July 2013

Ph.D. qualifying exams

Ngondo, Prisca, chair, doctoral qualifying exam (health campaigns), completed summer 2011

Poe, Philip, member, doctoral qualifying exam (Theory of Planned Behavior, completed fall 2010)

Wise, Wes, member, doctoral qualifying exam (experimental method), completed, fall 2010

IV. Service and Professional Activities**A. Service to academic community****i. Ad hoc manuscript reviewer***Asian Journal of Communication**Communication Research**Health Communication**International Journal of Advertising**Journal of Advertising**Journal of Public Relations Research*

ii. Conference paper reviewer

Association for Education in Journalism and Mass Communication 2013 national conference, Communication of Science, Health, and Risk Division
 American Academy of Advertising 2013 national conference
 American Academy of Advertising 2012 national conference
 Association for Education in Journalism and Mass Communication 2012 national conference, Advertising Division, Public Relations Division
 Association for Education in Journalism and Mass Communication 2011 national conference, Public Relations Division
 American Academy of Advertising 2011 national conference
 Association for Education in Journalism and Mass Communication 2010 national conference, Public Relations Division
 American Academy of Advertising 2009 national conference
 National Communication Association 2008 national conference, Health Communication Division

iii. Leadership Positions

Research co-chair (with Myna German), Religion and Media Interest Group, Association for Education in Journalism and Mass Communication, 2012-2013

Research chair, Religion and Media Interest Group, Association for Education in Journalism and Mass Communication, 2011-2012

iv. Session Moderator and/or Discussant

Moderator, "Social media and religion: influence and practice," Religion and Media Interest Group, Association for Education in Journalism and Mass Communication 2012 national conference, Chicago, Illinois (August 2012).

Moderator, "Expanding the influence of mass communication theory," Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication 2010 national conference, Denver, Colorado (August 2010).

Discussant and moderator, "Social media spaces, celebrities and race," Communication and Technology Division, AEJMC Midwinter Conference, Norman, OK, March 5, 2010.

B. Service to department

Member, advertising department faculty search committee, College of Media, University of Illinois at Urbana-Champaign, fall 2012-spring 2013.

C. Service to college

College of Media, University of Illinois at Urbana-Champaign

College curriculum committee, representative of advertising department, appointed, fall 2012-present

Public Relations Student Society of America University of Illinois at Urbana-Champaign chapter, faculty adviser, fall 2012-present