

Lance Porter, Ph.D.

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@lporter

Education

University of Georgia

Doctor of Philosophy, Mass Communication, May 2002

Emphases: New Media/Public Relations

University of Georgia

Master of Arts in Mass Communication, December 1998

Emphases: Public Relations/New Media

Mississippi State University

Bachelor of Business Administration May 1991

Emphasis: Banking and Finance

Professional Appointments/Employment

Manship School of Mass Communication

Louisiana State University

Baton Rouge, La.

Alumni Professor (Fall 19 – Present)

Professor (Fall 17 – Present)

Doris Westmoreland Darden Distinguished Professor (Fall 2017 – Present)

Founding Director, Social Media Analysis and Creation (SMAC) Lab (Fall 2016 – Present)

Interim Director, Master's Program (Fall 14 – Spring 2015)

Chair, Digital Media Initiative (Fall 11 – Spring 16)

Mary P. Poindexter Professor (Fall 10 – Spring 16)

Associate Professor (Fall 10 – Spring 16)

Advertising Area Head (Fall 2005 – Spring 2011)

Assistant Professor (Fall 04 – Spring 10)

Manship School Duties:

Interim Associate Dean, Undergraduate Studies and Administration (Nov. 2020 – Present) Oversee curriculum and course development, experiential learning opportunities, recruiting, retention and administration for all undergraduate students.

Founding Director, Social Media Analysis and Creation (SMAC) Lab (2016 – Present) Teach classes, conduct research and direct service initiatives to teach students, faculty and community members how to use social media for civic engagement.

Program Director (2019-). Create and direct program traveling to Cannes, France to the

Cannes Lions International Festival of Creativity as part of LSU Study Abroad programming.

Director, Manship Digital Media Initiative (DMI) (2011 – 2016) Overhauled the Manship School's digital media focus in terms of courses, faculty, and facilities. Created and taught classes in digital, mobile and social media. Integrated digital, mobile and social media into entire undergraduate and graduate curriculum. Created and oversaw both Create Lab and Social Media Analysis and Creation Lab. Conducted research in overall effects of digital, mobile and social media on mass communication. Led outreach of school to digital media community. Led annual site teams to various media organizations in New York, San Francisco, and the Silicon Valley (past companies have included New York Times, Google, Pepsi, Big Spaceship, CBS News, Twitter, NBC, HBO, YouTube, Stanford University) to keep curriculum current. Planned, organized and directed annual Digital Spread conference.

Master's program Interim Director (2014-2015). Administrated the degree program, including recruitment, admissions, orientation, assessment, course scheduling, academic misconduct cases, theses and professional projects, and classroom issues.

Advertising Area Head (2005-2011). Oversaw faculty and student recruitment, curriculum, course scheduling, internships, course evaluations, adjunct recruiting and hiring. Helped overhaul curriculum to create first accredited program in the US in digital advertising.

Courses Taught:

MC 2025 Business of Entertainment Media (rebuilt course)

MC 2035 Media Persuasion (now Digital Brands)

MC 2035 Digital Brands (created course)

MC 4971 Special Topics: Global Advertising and Public Relations

MC 4971 Special Topics: Black Mirror and the Future of Media (created course)

MC 4971 Special Topics: International Brand Cases (created course)

MC 4042 Sports, Media and Society (rebuilt course)

MC 3031 Advertising Creative Strategy

MC 4045 Advertising Campaigns

MC 4040 Advertising Problems (rebuilt course)

MC 4036 Advertising Media Analysis and Planning

MC 4004 Case Studies in Public Relations

MC 4550 Social Media Analysis and Creation (created course)

MC 4600 Create Lab (created course)

MC 7999 Special Topics: The Future of Media (created course)

MC 7019 Emerging Media: Theory, Application, & Effects (created course)

LSU in Cannes Study Abroad Program, Founder/Director 2019

LSU in Paris Study Abroad Program, Co-Director 2011 and 2012

LSU Manship Magical Media Tour (England, Scotland, France), Co-Director 2007

Center for Computation and Technology (CCT)

CCT Duties:

Focus Area Lead, Cultural Computing (Fall 17 -)

Joint appointment in this LSU research group. Lead cultural computing focus area comprised of faculty from business, computer science, art, music and mass communication. Administer focus area budget. Develop grants to explore the intersection between human expression and computing. Affiliated faculty and co-primary investigator for the AVATAR Initiative, a multidisciplinary hiring initiative that is bringing faculty to LSU to create new research areas in virtual environments, digital art, electroacoustic music, animation, video game design, and scientific visualization. Serve on committees to develop and administrate curriculum for LSU undergraduate minor in digital media (AVATAR) and masters in digital media arts and engineering (DMAE)

CCT Internal Advisory Committee (Fall 20 -)

Meet monthly with director to advise on administrative matters for the center.

Henry W. Grady College of Journalism and Mass Communication University of Georgia, Athens, Ga.

Teaching/Research Assistant, Dowden Center for New Media Studies, (Summer 97 – Summer 00)

Courses Taught:

New Media Strategies

Public Relations Campaigns

Research Assistant, The James M. Cox Center for International Mass Communication Training and Research (Summer 97 - Summer 98)

Assisted in conducting Annual Surveys of Journalism and Mass Communication. Built and maintained Cox Center Web site.

Professional Experience

President

New Media Mind

Baton Rouge, LA, August 04-Present

Consult with international clients to evaluate all forms of digital marketing, including online display, social media and mobile marketing efforts. Implement and evaluate eye-tracking studies. Create training modules and conduct on-site training for social media. Past clients include Disney, Visa, Warner Bros., Dreamworks, and Ogilvy Public Relations.

Executive Director - Digital Marketing

Director - Internet Strategy

Walt Disney Motion Picture Group

Buena Vista Pictures Marketing

Burbank, California, August 00-August 04

Developed, implemented and evaluated digital advertising, social media and publicity campaigns for more than 100 feature films released under Disney and Touchstone Pictures. Produced digital content for each film including interactive advertising and official Web sites. Conducted online media buys. Oversaw online marketing research and evaluation efforts.

New Media Consultant

Athens, Georgia, May 97-August 00

Internet consultant for clients including Turner Entertainment and United Parcel Service. Taught adult seminars in new media production.

Promotional Copywriter

Creative Services Coordinator

Schleicher and Schuell, Inc.

Keene, New Hampshire, August 95 - August 96

Created promotional copy for print advertisements and corporate communications materials. Developed marketing communication campaigns for new products. Created one of the first commercial web sites in the bio-tech industry.

Marketing Representative

RISCORP, Inc.

Concord, New Hampshire, June 94 - August 95

Directed all aspects of marketing campaigns, including sales calls, telemarketing, and database development. Produced copy for direct mail and advertisements. Generated over \$1 million in annual premium for this small business.

Vice President - Contracts

Director - Contracts

Contracts Coordinator

Contracts Specialist

Resolution Trust Corporation as conservator for Oak Tree Federal Savings Bank and Dryades Savings and Loan

New Orleans, Louisiana, June 91 - June 94

Hired, trained and supervised staff of seven in the writing, solicitation and oversight of over 800 Requests For Proposals resulting in the marketing, management and sale of over \$1 billion in resort properties. Promoted three times over three years to officer level.

Scholarly Book

Crosswell, L. & Porter, L. (2018). Politics, Propaganda, and Public Health, Lanham: Lexington Books.

Refereed Publications

- Henderson, M., Jiang, K, Johnson, M. & Porter, L. (2019). Measuring Twitter Use: Validating Survey-Based Measures, Social Science Computer Review,
- Windels, K. & Porter, L. (2019). Examining consumers' recognition of native and banner advertising on news website homepages. Journal of Interactive Advertising: <https://doi.org/10.1080/15252019.2019.1688737>
- Jarreau PB, Cancellare IA, Carmichael BJ, Porter L, Toker D, Yammine SZ (2019) Using selfies to challenge public stereotypes of scientists. PLoS ONE 14(5): e0216625. <https://doi.org/10.1371/journal.pone.0216625>
- Windels, K., Heo, J., Jeong, Y., Porter, L. & Wang, R. (2018). My Friend Likes This Brand: Do Ads with Social Context Attract More Attention on Social Networking Sites? Computers in Human Behavior. DOI: 10.1016/j.chb.2018.02.036
- Brown, P. & Porter, L. (2017). Science in the Social Media Age: Profiles of Science Blog Readers. Journalism and Mass Communication Quarterly. DOI: 10.1177/1077699016685558.
- Crosswell, L., Porter, L. & Sanders, M. (2017). Out of Sight, Out of Mind?: Addressing Unconscious Brand Awareness in Healthcare Communication. In O'Hair, D. (Ed.) Risk and Health Communication in an Evolving Media Environment, New York: Routledge.
- Crosswell, L. and Porter, L. (2016). The Eyes Don't Lie: Addressing Implicit Bias in Healthcare Administration and Education. International Journal of Interdisciplinary Studies in Communication, 11(3), 1-16.
- Madison, T., Porter, L. and Greule, A. (2016). The Parasocial Compensation Hypothesis. Imagination, Cognition and Personality, 35(3), 258-279.
- Crosswell, L. and Porter, L. (2016). Inoculating the electorate: A qualitative look at American corporatocracy and its influence on health communication. Critical Public Health, 26(2), 207-220.
- Madison, T. and Porter, L. (2015). The People We Meet: Functions of Parasocial Interaction. Imagination, Cognition and Personality, 35(1), 47-71.
- Gevorgyan, G., Porter, L. and Manucharova, N. (2014). Is Culture a Double-Edged Sword? Exploring the Attitudinal and Cognitive Effects of Culturally Accommodative Online Advertising. Review of Business Research, 14(3), 129-142.
- Porter, L (2014). Digital, Social, and Mobile: The Multiplatform News Future of New Orleans. In Miller, A. and Reynolds, A. (Eds.) News Evolution or Revolution?

- The Future of Journalism in the Digital Age (pp. 163-178). New York: Peter Lang.
- Benigni, V., Porter, L. and Wood, C. (2013). The New In-Game on Game Day: Fan Engagement and the Marriage of Mediated and Mobile. In Billings, A.C. and Harding, M. (Eds.) Routledge Handbook of Sports and New Media (pp. 225-236). New York: Routledge.
- Porter, L., Benigni, V. & Wood, J.C. (2011). From Analysis to Aggression: The Nature of Fan Emotion, Cognition and Behavior in Internet Sports Communities. In Billings, A.C. (Ed.), Sports media: Transformation, integration, consumption (pp. 128-145). New York: Routledge.
- Lewis, B. and Porter, L (2010). In-Game Advertising Effects: Examining Player Perceptions of Advertising Schema Congruity in Massively Multiplayer Online Role-Playing Games, Journal of Interactive Advertising, 10(2).
- Mabry, E. and Porter, L. (2010). Movies and MySpace: The Effectiveness of Official Websites versus Online Promotional Contests, Journal of Interactive Advertising, 10(2).
- Porter, L. (2010). Communicating for the Good of the State: A Post-Symmetrical Polemic on Persuasion in Ethical Public Relations, Public Relations Review, 36(2), 127-133.
- Benigni, V., Porter, L., and Wood, J. (2009). The Rant: How Online Fan Culture is Revolutionizing College Football, Journal of Electronic Communication, 19(3&4).
- Porter, L., Sweetser, K., and Chung, D. (2009). The Blogosphere and Public Relations: Investigating Practitioners' Roles and Blog Use, Journal of Communication Management, 13(3), 250-267.
- Biswas, M. and Porter, L. (2008). States of Emergency, 'Limited' Press Freedom, and the Role of Blogs: A Bangladeshi Context, Journal of New Communication Research, 3(1), 25-40.
- Sweetser, K., Porter, L., Chung, D. and Kim E. (2008). Credibility and the Uses of Blogs Among Professionals in the Communication Industry, Journalism and Mass Communication Quarterly. 85(1), 169-185.
- Gevorgyan, G. and Porter, L. (2008). One Size Does Not Fit All: Culture and Perceived Importance of Web Design Features" Journal of Website Promotion, 3 (1&2).

- Hughes, J. and Porter, L. (2007). Diffusion of Innovations in Public Relations: Investigating Proximity to Innovators Among Public Relations Practitioners, International Journal of Strategic Communication, 1(4), 227-245.
- Chung, D., Kim, E., Trammell, K. and Porter, L. (2007). Uses and Perceptions of Blogs and Media Roles: A Comparison between Journalism Professionals and Journalism Educators. Journalism Educator, 62(3), 305-322.
- Porter, Lance, Sweetser Trammell, Kaye D., Chung, Deborah and Kim, Eunsong. (2007). "Blog power: Examining the effects of practitioner blog use on power in public relations." Public Relations Review, 33(1), 92-95.
- Porter, Lance and Golan, Guy. (2006). "From Subservient Chickens to Brawny Men: A Comparison of Viral Advertising to Television Advertising." Journal of Interactive Advertising, 6(2). <http://jiad.org/vol6/no2/porter/index.htm> (Accessed on 10/22/10).
- Porter, Lance V. & Sallot, Lynne M. (2005). Web Power: Examining Practitioners' World Wide Web Use and Its Effects on Their Decision-Making Power in Public Relations. Public Relations Review, 31(1), 111-119.
- Sallot, L.M., Porter, L.V., & Acosta-Alzuru, C. (2004). Practitioners' World Wide Web Use and Perceptions of Their Roles and Power: A Qualitative Study. Public Relations Review, 30(3), 269-278.
- Porter, Lance V. & Sallot, Lynne M. (2003). The Internet and Public Relations: Investigating Practitioners' Roles and World Wide Web Use. Journalism and Mass Communication Quarterly, 80(3), 603-622.
- Porter, Lance, Sallot, Lynne, Cameron, Glen & Shamp, Scott. (2000). New Technologies and Public Relations: Exploring Practitioners' Use of Online Resources to Earn a Seat at the Management Table. Journalism and Mass Communication Quarterly, 78(1), 172-190

Grants Submitted

2018. The Evaluation of Learning with Social Media Through Youth in STEM for Improvement in Underrepresented Minorities (ELYSIUM). National Science Foundation.
Co-PI (along with Matthew Kupchik and Mark Benfield (Coastal Fisheries), Pamela Blanchard (Education) Emmy Hicks and Kenya Lenoir Messer (Office of Diversity)
Amount: \$1,535,144
2018. The LSU Social Media Panel. Board of Regents.
Co-PI (along with Michael Henderson and Ruobing Li (Mass Communication)
Amount: \$147,688

2018. Louisiana Alliance for Smart Chemical Manufacturing (LaSCheM). National Science Foundation.

Senior Investigator

Amount: \$19,977,828

Grants Received

2013. Mobile Media User Experience (MMUX) Research Enhancement Grant, funded by the Louisiana Board of Regents to fund cross-disciplinary research in ubiquitous computing.

Principal Investigator (along with Professor of Electronic Music and Digital Media/CCT, Jesse Allison)

Amount: \$75,000

2008. Arts, Visualization, Advanced Technologies and Research (AVATAR) Multidisciplinary Hiring Initiative (MHI) Proposal for Research in Intelligent & Responsive Digital Media involving Art, Computer Science, Electrical and Computer Engineering, English, Landscape Architecture, Mass Communication, Music and the Center for Computation & Technology (CCT)

Principal Investigator (along with Stephen David Beck, Stacey Simmons, Gabrielle Allen, Jorge Aravena, Rick Blackwood, Brad Cantrell, Bijaya Karki, David Koppelman, Mari Kornhauser, Rod Parker, Ram Ramanujam, Susan Ryan, Thomas Sterling and Brygg Ullmer)

Amount: \$2.44 million funding 9 faculty positions

Trade Publication

Perlmutter, David and Porter, Lance. (2005). "Thinking Beyond the Dissertation." *Chronicle of Higher Education*, 52(17), C1.

Book Review

Porter, L. (2013). [Review of the book *Digital Universe, The Global Telecommunication Revolution*, by P.B. Seel]. *Electronic News*, 7, 48-50.

Refereed Conference Papers

Oquendo, J. Porter, L. & Jiang, K. (October 2019) The Ecology of Latinx Twitter. Paper presented at the annual conference of the Association of Internet Researchers, Brisbane, Australia.

Jiang, K., Li, R. Wang, R., & Porter, L. (August 2019) Tweeting the Screen: Investigating Types of Second Screeners and Their Social Media Behaviors. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication. Toronto, Ontario.

Jiang, K., Wang, R., Porter, L. & Johnson, M. (August 2018). Pundits, Presenters and Promoters: Investigating Gaps in Digital Production among Social Media Users Using Self-Reported and Behavioral Measures. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication. Washington, DC. **Top Faculty Paper in the Communication Technology and Policy Division**

Oquendo, J., Jiang, K., & Porter, L. (August 2018). Ethnicity and Language: A Cross Language Semantic Network Analysis of Tweets. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication. Washington, DC.

Jiang, K., Wang, R., Porter, L. & Johnson, M. (June 2018). Who Produced What on Twitter: Integrating Semantic Network Analysis with Survey Research. Paper presented at Sunbelt social networking conference. Utrecht, Netherlands.

Windels, K. & Porter, L. (August 2017). Examining Consumers' Identification of Native and Display Ads on News Websites. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL

Porter, L., Windels, K., & Wang, R. (July 2017). Ad evolution: Discovery, processing and identification of native advertising in social media environments. Paper presented at 2017 American Academy of Advertising Global Conference, Tokyo, Japan.

Brown, P. & Porter, L. (2016). Science in the Social Media Age: Profiles of Science Blog Readers. Paper presented at annual conference of the Association for Education in Journalism and Mass Communication, Minneapolis, MN. **Top Faculty Paper in the Communicating Science, Health, Environment and Risk Division.**

Crosswell, L. & Porter, L. (2016). Out of Sight, Out of Mind?: Addressing Unconscious Brand Awareness in Healthcare Communication. Paper presented at annual conference of the Broadcasting Education Association, Las Vegas, NV.

Jeong, Y., Porter, L., Windels, K., Wang, R., Jung, A & Heo, J. (2016). Can You See: An Eye-Tracking Approach to Examine the Effectiveness of Native Advertisements on Social Networking Sites. Paper presented at annual conference of the International Communication Association, Fukuoka, Japan.

Windels, Kasey, Yongick Jeong, Lance Porter, A-Reum Jung, Rui Wang, Jun Heo (2016), All Eyes on Privacy: An Eye-Tracking Study Examining the Relationship between Privacy Concerns and Socially-Referred Native Ads on Social Networking Sites. Paper presented at annual conference of the American Academy of Advertising in Seattle, WA.

Crosswell, L. and Porter, L. (2016). The Eyes Don't Lie: Addressing Implicit Bias in Healthcare Administration and Education. Paper presented at 16th Annual International Conference on Knowledge, Culture, and Change in Organizations in Honolulu, HI.

- Porter, L., Windels, K., Heo, J., Wang, R. Jeong, Y., & Jung, A. (2015). Disclosure or Deception? Social Media Literacy, Use, and Identification of Native Advertising. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Crosswell, L. & Porter, L. (2014). Inoculating the Electorate: American Corporatocracy and its Influence on Health Communication. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.
- Pannu, H. & Porter, L. (2014). Getting My “V” Fix: Developing PSRs with HBO's “True Blood” through Emerging Social Media Platforms. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, QC.
- Madison, T.P. & Porter, L. (2014). Heisenberg, Tony Soprano and Me: Characteristics of Parasocial Relationships. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV. **First Place Research Division Paper Competition.**
- Madison, T.P. & Porter, L. (2012). It’s *still* all in your head: Parasociability and Compensation. Paper presented at Association for Education in Journalism and Mass Communication annual conference. Chicago, IL.
- Madison, T.P. & Porter, L. (2012). It’s All in Your Head: The Evolution of Television, Parasociability and Imagined Interactions. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV. **Third Place Research Division Paper Competition.**
- Porter, L. (March, 2012) Digital, Mobile, Social: The Future of Campaigns, Invited presentation to the American Academy of Advertising (Pre-Conference Workshop), Myrtle Beach, SC.
- Sanders, M. S., & Porter, L. (November, 2011). I want one!: Exploring parasocial relationships and character morality’s effects on product placement effectiveness. Paper presented at the annual conference of the National Communication Association (Mass Communication Division), New Orleans, LA.
- Porter, L. (2010, June) “Official Move Websites: Exploring the Impact of Interaction with Online Movie Collateral on Movie-going Metrics,” Paper presented to the EyetrackUX Tobii Eyetracking Conference to Evaluate User Experience,” June 2, 2010, Leuven, Belgium.
- Porter, L., Wood, J.C., and Benigni, V. (2010, April) “Instant Replay: From Analysis to Aggression. The Nature of Fan Emotion, Cognition and Behavior in Internet Sports

- Communities,” Paper presented to the Broadcast Education Association Symposium, Las Vegas, NV.
- Benigni, V., Porter, L. & Wood, J.C. (2010, March) “Handoff: The Move From Print to Online Media of College Sports Reporters and Fans,” Paper presented at the Fourth Summit on Communication & Sport, Cleveland, OH.
- Benigni, V., Porter, L. & Wood, J.C. (2009, August) “A Whole New Ballgame: Mainstream Media Attitudes Toward Fan-Based Internet Sports Communities,” Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Jeong, Y. & Porter, L. (2009, August) “Advertising in A Live Drama: Audiences’ Involvement in Football Broadcasting and Advertising Effectiveness,” Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Mabry, E. & Porter, L. (2009, August) “Movies and MySpace: The Effectiveness of Official Websites versus Online Promotional Contests,” Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Porter, L. (2009, April) “Moving Up: Tracking Eye Movement Through Deep Interactive Entertainment Experiences,” Paper presented to the EyetrackUX Tobii Eyetracking Conference to Evaluate User Experience,” April 22, 2009, Frankfurt Germany.
- Benigni, V., Porter, L. & Wood, J.C. (2009, May) "Handoff: A Multi-Method Examination of the Move From Print to New Media of Online Sports Reporters and Fans." Paper presented to the International Communication Association, “The Future is Prologue: New Media, New Histories?” May 21, 2009, University of Illinois-Chicago, Chicago, IL.
- Biswas, M. & Porter, L. (2008, October) "The role of blogs when a democracy is in crisis: A Bangladesh context." Presented to the Conference on Convergence & Society: The Participatory Web, October 8-11, 2008, University of South Carolina, Columbia, South Carolina.
- Porter, L. (2008, August) “Persuasion and Public Relations: Classical Rhetorical Perspectives on Ethics and Meaning,” Paper presented to the Public Relations Division of the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Lewis, B. and Porter, L. (2008, August) “Measuring Player Perceptions of Advertising in Massively Multiplayer Online Role-Playing Games.” Presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

- Hoggard, J. and Porter, L. (2008, August) "Instructional Interactivity: Measuring the Effects of Combining the Product and Process of Interactivity Through Simulated Human Interaction." Paper presented to the Advertising Division of the national convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Gevorgyan, G. and Porter, L. (2007, November). "Culture and Perceived Importance of Web Design Features: A Survey of American and Chinese College Students." Paper presented to the Chinese Communication Division of the National Communication Association (November). *Top Paper Award*.
- Porter, L. and Trammell, K. (2006, November) "Exploring Power and Blogs: A Pilot Test of Practitioners' Use of Blogs," Paper presented to the Public Relations Division of the convention of the National Communication Association, San Antonio, TX, (November).
- Chung, D., Kim, E., Trammell, K. and Porter, L. (2006, October). "Uses and Perceptions of Blogs and Media Roles: A Comparison between Journalism Professionals and Journalism Educators." Paper presented at the conference on Convergence and Society: Ethics, Religion and New Media, Columbia, S.C.
- Porter, L., Trammell, K., and Chung, D. "Roles and Blogs in Public Relations." (2006, August) Paper presented to the Public Relations Division of the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Trammell, K., Porter, L., Chung, D. and Kim E. (2006, August). "Credibility and the Uses of Blogs Among Professionals in the Communication Industry," Paper presented to the Communication Policy and Technology Division of the national convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, (August).
- Porter, Lance. (2006, April). "The Future of Media: Digitization, Marketing and the Death of the 30-second Spot." Invited lecture to the Council for Advancement and Support of Education (CASE) District IV Conference, Oklahoma City, OK.
- Porter, Lance and Golan, Guy. (2005). "From Subservient Chickens to Brawny Men: A Comparison of Viral Advertising to Television Advertising." Paper presented at national convention of the Association for Education in Journalism and Mass Communication, San Antonio, TX, August.
- Porter, Lance V. & Sallot, Lynne M. (2003, August) Web Power: Examining Practitioners' World Wide Web Use and Its Effects on Their Decision-Making Power in Public Relations. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication.

Porter, Lance V. (2000, November). Engaging the World in Dialogue: Public Relations and the Modern Construction of Meaning, A Classical Perspective. Paper presented to the Public Relations Division of the National Communication Association, Seattle, WA. *Top Student Paper Award*.

Porter, Lance V. (1999, August). New Technologies and Public Relations: Exploring Practitioners' Use of Online Resources to Earn a Seat at the Management Table. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, New Orleans, La.

Porter, Lance, Edelblute, Heather & Hunter, Rockwell. (1999, February). Rediscovering the Audience: Examining Media Organizations' Stakeholder Management on the World Wide Web. Paper presented to the Association for Education in Journalism and Mass Communication Mid-Year Conference, Denver, Co.

Becker, Lee B., Kosicki, Gerald M., Porter, Lance & Watson, David. (1998, August) 1997 Annual Survey of Journalism and Mass Communication Graduates. Paper presented to the Association for Education in Journalism and Mass Communication, Baltimore, Md.

Conference Leadership

Panelist, "Hashtag WHAT!?: Social Media and Campaign Advertising," Behind the Ballot, October 29, 2018, Baton Rouge, LA

Panelist, "Practical, Theoretical and Ethical Challenges and Strategies of Teaching Digital Analytics," Annual Conference of Association for Education in Journalism and Mass Communication, August 9, 2018, Washington, DC

Conference Chair/Founder, "Digital Spread, Manship Centennial Celebration," October 25, 2014, Baton Rouge, LA

Moderator, "The Silicon Bayou: Digital Media and the Future of Louisiana," Digital Spread, October 25, 2014, Baton Rouge, LA

Moderator, "Does Everyone Need to Learn to Code? Succeeding in a Digital Future" Digital Spread, October 25, 2014, Baton Rouge, LA

Panelist, "The Future of Media Ethics in Journalism, Public Relations, Entertainment and Advertising," Annual Conference of Association for Education in Journalism and Mass Communication, August 5, 2010, Denver, CO

Panelist, "Movies and Marketing: Selling the Silver Screen," Annual Conference of Association for Education in Journalism and Mass Communication, August 6, 2010, Denver, CO

Conference Co-Chair, “Virtual Worlds: New Realms for Culture, Creativity, Commerce, Computation and Communication,” Center for Computation and Technology Mardi Gras Conference on Virtual Worlds, February 19-21, 2009, Baton Rouge, LA.

Moderator, “Ethnography in Virtual Worlds,” Panel, Virtual Worlds: New Realms for Culture, Creativity, Commerce, Computation and Communication,” February 19-21, 2009, Baton Rouge, LA.

Moderator, “Digital Public Relations,” Panel, International Communication Association, Public Relations Division, May 24, 2008, Montreal, QC

Academic Awards and Honors

2019 Class of 1941 Alumni Professorship

Top university award recognizing excellence in instruction at the undergraduate level.

2019 Panhellenic Council Faculty Favorite

Award for dedication to academic growth at LSU by the women of Greek Life.

2017 LSU Rainmaker Mid-Career Scholar Award

Campus award recognizing outstanding research, scholarship and creative activity that extend beyond academia.

2016 Ralph Sims Award

Award presented by the Baton Rouge chapter of the American Advertising Federation honoring lifetime achievement in advertising education.

2013 LSU Last Lecture Series

Invited lecture from the Mortar Board National College Senior Honor Society and the LSU Omicron Delta Kappa society to speak at their inaugural last lecture series where I was asked to give a lecture as if it was the last one I would ever give.

2012: Named third most productive scholar studying online public relations in Ye, L., & Ki, E.-J. (2012). The Status of Online Public Relations Research: An Analysis of Published Articles in 1992-2009. Journal of Public Relations Research, 24(5), 409-434.

2010 AAF Donald G. Hileman Memorial Educator of the Year Award

Award presented to top advertising educator in District 7 of the American Advertising Federation (Mississippi, Alabama, Louisiana, Georgia, Tennessee)

2009 Alumni Faculty Excellence Award

Award based on teaching, research and service at the university level.

2006-07 Tiger Athletic Foundation Teaching Award

Award based on peer and student evaluations of teaching given to top teachers in each college at LSU.

Mary P. Poindexter Professorship

Competitive professorship awarded through the Manship School to conduct digital media research on the mobilization of media.

Doris Westmoreland Darden Professorship

Competitive professorship awarded through the Manship School to conduct digital media research using eye-tracking methodology.

National Student Advertising Competition

Advised teams that placed in top three at district seven of the last nine years, winning district in 2008 and 2013. Prior to my coming to LSU, the team had not placed since 1972.

2013 First Place

2011 Second Place

2010 Second Place

2009 Third Place

2008 First Place

2006 Third Place

2005 Third Place

Margaret Broun Scholar

Scholarship awarded to top two entering doctoral students in the Grady College at University of Georgia

Phi Kappa Phi

National Honor Society

Kappa Tau Alpha

National Honor Society in Journalism and Mass Communication

Professional Awards

Winner - 2002 Clio Award for Advertising Excellence

Silver Award for Internet Advertising, Consumer-Targeted Site

“The Royal Tenenbaums” Official Movie Site

Winner - 2002 Hollywood Reporter Key Art Award for Movie Marketing Excellence

Best Internet Web Site

“The Royal Tenenbaums” Official Movie Site

Finalist - 2004 Hollywood Reporter Key Art Award for Movie Marketing Excellence

Best Internet Web Site

“Pirates of the Caribbean” Official Movie Site
“Haunted Mansion” Official Movie Site

Finalist - 2003 Hollywood Reporter Key Art Award for Movie Marketing Excellence

Best Internet Web Site

“25th Hour” Official Movie Site

Shortlist - 2003 Clio Award for Advertising Excellence

Internet Advertising, Consumer-Targeted Site

“Signs” Official Movie Site

Shortlist - 2002 Clio Award for Advertising Excellence

Internet Advertising, Consumer-Targeted Site

“Pearl Harbor” Official Movie Site

“Monsters, Inc.” Official Movie Site

Professional Associations

Editorial Board, Journalism and Mass Communication Quarterly (2014-15)

Editorial Board, Journal of Advertising Education (2012-)

Producers Guild of America, New Media Council (2004-)

Association for Education in Journalism and Mass Communication

Reviewer: Mass Communication and Society, Communication Technology and Policy, Entertainment Studies Interest Group, Sports and Communication Interest Group

PLOS ONE Ad Hoc Reviewer

Journalism and Mass Communication Quarterly Ad Hoc Reviewer

New Media & Society Ad Hoc Reviewer

Journal of Advertising Ad Hoc Reviewer

Journal of Public Relations Research Ad Hoc Reviewer

Journalism Monographs Ad Hoc Reviewer

Journal of Interactive Advertising Ad Hoc Reviewer

American Advertising Federation – Baton Rouge

Advisory Board Memberships

WRKF (Baton Rouge NPR Affiliate) Board of Directors (2015-)

Baton Rouge Blues Foundation Board of Directors (2018-)

University of Georgia, New Media Institute Advisory Board, Athens, GA (2010-2015)

Culture Candy Arts and Culture Advisory Board, Baton Rouge, LA (2010-2012)

Ex-Officio Board Member, American Advertising Federation (2007-2011) Baton Rouge, LA

New Media Strategies, Inc., Advisory Board, Washington, D.C. (2004- 2009)

Word of Mouth Marketing Association (WOMMA) Advisory Board, Chicago, IL. (2004-2006)

Research Interests

Social Media Effects
Health Communication
Sports and Digital Media
Entertainment Advertising and Publicity
Digital Advertising

Teaching Interests

Social Media
Emerging Media
Future of Media
Digital Advertising Creative Strategy, Problems and Campaigns
Sports, Media and Society
Interactive Marketing Communication
Media Systems: Policy and Technology

University Service

Joint Faculty Appointment, Center for Computation and Technology (CCT)

Manship Service

Promotion and Tenure Committee (2017-)
Honors College Fellow (2020-)
SMAC Research Team (2017-) Chair
SMAC Talks Social Media Analysis Workshops (co-facilitator)
Digital Advertising Research Team (2014-)
Digital Media Initiative (chair) (2011-15)
Graduate Committee (co-chair) (2014-15)
Create Lab (advisor) (2012-14)
Digital Spread (moderator/director) (2013-14)
Administrative Committee (2012-)
Budget Review Committee (2014-)
Curriculum Committee (2014-16)
Internship Committee (2014-16)
Diversity and Inclusiveness Committee (2014-15)
Research Facility Advisory Board (2010-)
Search Committees:
 Douglas L. Manship Sr.-Dori J. Maynard Chair in Race, Media & Cultural Literacy (2018-)
 Dean (2017-)
 Dean (2011)
 Visual Communication (co-chair) (2014-15)

Journalism (co-chair) (2014-15)
Visual Communication Broadcast (Josh Grimm)
Digital Advertising: (chair) Kasey Windels
Digital Advertising/Strategic Communication: (chair) Hyojung Park
Advertising Instructor: Jennifer Macha
Digital Advertising: (chair) Jun Heo
Advertising: (chair) Yongick Jeong
Political Communication: (chair) Chris Mann
Strategic Communication: Jensen Moore-Copple
Strategic Communication: (chair) Hyojung Park
Visual Communication: Ray Pingree (chair)
Advertising: Jay Yu (chair)
Public Relations: Danny Shipka
Visual Communication: Nicole Dahmen

Faculty Mentor, Fanny Ramirez (2019-), Nathan Kalmoe (2018-19), Jun Heo (2017-19),
Soojin Kim (2016-17) Kasey Windels (2012-2015)
Media Effects Lab Research Fellow (2010-)
Advertising Area Head (2005-2011)
Student AdFed Advisor (2005-2011)
Management Committee (2004-2011)
Manship Prize Committee (2004-2008)
Equipment Committee (2004-2006)
Visual Communication Curriculum Committee (2013-)

CCT Service

Focus Area Lead, Cultural Computing (2017-)
Red Stick Festival Committee (2017 -)
Digital Media Minor Curriculum Review Committee (2008-)
Digital Media Arts and Engineering Curriculum Review Committee (2013-)
Member, Cultural Computing CCT Focus Area (2004-)
Arts, Visualization, Advanced Technologies and Research (AVATAR) Faculty
Search Committee for CCT faculty members in Art (Ostrenko) and Music (Allison)
CCT Administrative Search: Public Relations Director Position (2005, 2008, 2013, 2014)
Red Stick Future Fest Committee (2013-)
Conference Co-Chair – Mardi Conference on Virtual Worlds
Digital Media Area Head (2005-07)
CCT Web Site Committee (chair) (2004-09)
Member Cultural Computing CCT Focus Area

University Service

Graduate Council (2020-Present)
Associate Deans Advisory Council (2020-Present)
Undergraduate Recruitment and Admissions Committee (2020-Present)
LSU Press Committee (2018-Present)
Steering Committee—Bachelors in Screen Arts (formerly Film) (2014-Present)

Information Technology Governance Council – Teaching and Learning Committee (2014-2018)
Graduate School Coordinating Committee (2014-15)
Program Review Panel – School of Social Work (2013-14)
Distinguished Faculty Awards Selection Committee (2013)
Dean’s Dissertation Representative – Information Sciences (2015-16)
Dean’s Dissertation Representative – Sociology (2013)
Dean’s Dissertation Representative – Music (2012)
Dean’s Dissertation Representative – Theater (2011)
Dean’s Dissertation Representative – History (2005)
Search Committee -- Manship School of Mass Communication **Dean** (2012, 2018)
Search Committee – Center for Computation and Technology **Director** (2008)
University Information Technology and Services Senate Faculty Committee (2005-07)
Ronald E. McNair Research Scholars Program, Research Director (2004-08)
Speaker, University Coffee Talk Series (2004-05)

Professional Service

Speaker, Downtown Lions Club, Fall 2018
Speaker, Oaks Kiwanis Club, Fall 2018
Young Presidents Organization Keynote Speaker, Baton Rouge, LA Fall 2011
Google DoubleClick Digital Media Advertising Creative Showcase, Los Angeles, CA (DMACS) Judge and Speaker (2005- 2011)
Expert Witness, Cohen Milstein Sellers & Toll PLLC (2019-Present)
Professional Consultant, HDA Associates (2018-Present)
Professional Consultant, Visa, Inc. (2011-Present)
Professional Consultant, Ogilvy Public Relations (2013)
Professional Consultant, Microsoft Inc. (2012)
Professional Consultant, Walt Disney Studios (2004-2010)
Professional Consultant, Walt Disney Home Video (2008)
Professional Consultant, Warner Bros. Studios (2010)
Professional Consultant, Sports195 (2011-Present)
Professional Consultant, WBRZ (2012)
AdFed District 7 Scholarship Committee (2008-2010)
AdFed District 7 Academic Representative (2008-2010)

Current Dissertation Committees:

Jacqueline Oquendo (chair)
Paromita Saha
Quincy Hodges
Gawon Kim
Kirill Bryanov

Current Masters Thesis Committees:

Victoria Allen (chair)
Jacey Armand (chair)
Kaylee Collier (chair)

Chelsey Hutchins (chair)
Sarah Grobety
Rashida Peters

Current Honors Thesis Committees:

Isabella Allen (chair)
Bailey Tinsley (chair)

Current Communication Across the Curriculum Certificate Students:

Christopher Defelice

Completed Post Doc Supervision

Dr. Ke Jiang
Dr. Paige Jarreau

Completed Dissertation Committees:

Rui Wang (chair)
A-Reum Jung
Brian Watson
A-Reum Jung
Asim Shrestha (Information Systems and Decision Sciences, School of Business)
Britt Christensen (co-chair)
Phillip Madison (chair)
Laura Crosswell (chair)
Gennadi Gevorgyan (chair)
Jason Turcotte
Jane Dailey
Yoonhyuk Jung (Information Systems and Decision Sciences, School of Business)
Svetlana Kulikova
Anita Day

Completed Masters Committees:

Devonie Miguez (chair)
Elizabeth Breaux (chair)
Nicholas Robert
Jordyn Warren
Laura Coleman
Joey Giglio
Don Webber
Jessie Gabor (chair)
Jared Joseph (chair)
Josh Jackson (chair)
David Hamilton (chair)
Brandon Rouzan
Tucker Barry
Abby Morris

Michael Clemons
Kristin Williard
Lauren Myers
Landon Hester (chair)
Corey Howard (chair)
Elizabeth Macke (chair)
Will Glass (chair)
Richard Carman (chair)
Jeffrey McLain (chair)
Amanda Cortright (chair)
Tricia Milford-Hoyt (chair)
Jeremy Lee (chair)
Mallory Broussard (chair)
Teddy Greener (chair)
Emily Mabry (chair)
Pavel Mrazek (chair)
Robert Anderson (chair)
Ben Lewis (chair)
Miranda Lemon (chair)
Tatiana Ruchkina (chair)
Jennifer Hughes (Master of Arts and Liberal Arts) (chair)
Jesse Hoggard (Master of Arts and Liberal Arts) (chair)
Jeremy Starr (chair)
Jeff Forbes (chair)
Michelle deLaup (Master of Arts and Liberal Arts)
Rai Masuda
Jessica Hutchinson
Megan Fambrough
Kristen Higdon
Cara De Carlo
Katharine Gavin
Haley Edman
Andrea Clesi
Joel Massey
Ariel Hammond
Amber Havens
Cydney Palmer
Jonathan Ferrante

Completed Honors Theses:

Karli Walleser (chair)
Taylor Oliver
Hannah McLain
Dominique Becnel
Katherine Sartain

Kittu Pannu (chair)
Ben Pappac (chair)
Stephanie Stevens (chair)
Sally O'Rourke (chair)