

Steven J. Holiday, Ph.D.  
*Curriculum Vitae*

Department of Advertising and Public Relations  
College of Communication & Information Sciences  
University of Alabama  
Box 870172, Tuscaloosa, AL 35487  
e-mail: holiday@apr.ua.edu

**EDUCATION**

*Doctor of Philosophy, Media and Communication, Texas Tech University, 2018*  
Dissertation: “‘I see what’s happening here’: The influence of parental advertising mediation in children’s development of persuasion knowledge.”

*Master of Arts, Mass Communication, Brigham Young University, 2015*  
Thesis: “Where they least expect it: Product placement in children’s picture books.”

*Bachelor of Arts, Communication, Brigham Young University–Idaho, 2007*  
Emphasis in persuasion and negotiation.

**ACADEMIC APPOINTMENTS**

Assistant Professor — University of Alabama  
Department of Advertising and Public Relations  
August 2018 to present

Instructor — Texas Tech University  
Department of Advertising  
June 2018 to August 2018

Graduate Part-Time Instructor — Texas Tech University  
Departments of Mass Communication and Advertising  
August 2015 to May 2018

**PEER-REVIEWED JOURNAL ARTICLES**

**Holiday, S.** (2019). *Jack and Jill* be nimble: A historical analysis of an “adless” children’s magazine. *Journal of Advertising*, 47(4), 412-428.  
doi:10.1080/00913367.2018.1553080.

Rasmussen, E. E., Strouse, G. A., Colwell, M. J., Russo, C., **Holiday, S.**, Brady, K., Flores, I., Troseth, G., Wright, H., Densley, R., & Norman, M. (2019). Promoting preschoolers’ emotional competence through prosocial TV and mobile app use. *Media Psychology*, 22(1), 1-22. doi:10.1080/15213269.2018.1476890.

**Holiday, S.**, Loof, T., Cummins, R. G., & McCord, A. (2019). Consumer response to selfies in advertisements: Visual rhetoric for the Me Me Me Generation. *Journal of Current Issues & Research in Advertising*, 40(2).  
doi:10.1080/10641734.2018.1503107.

- Holiday, S.**, Anderson, H. D., Lewis, M. J., & Nielsen, R. (2019). You are what you are in this world: Visual framing and exemplification in media coverage of the Guttenfelder Instagram photographs from North Korea. *Visual Communication*, 18(2), 231-250. doi:10.1177/1470357217739336.
- Holiday, S.**, Norman, M. S., Cummins, R. G., Hernandez, T., Holland, D., & Rasmussen, E. E. (2018). Television advertising's influence on parents' gift-giving perceptions. *Journal of Consumer Marketing*, 35(7), 665-675. doi:10.1108/JCM-07-2017-2274.
- Holiday, S.**, & Davies, J. J. (2018). Animal Crackers in my...book?: Effects of shared reading on parents' memory for product placement in children's books. *Journal of Family Studies*, 24(3), 257-273. doi:10.1080/13229400.2016.1185022.
- Holiday, S.**, Bond, B. J., & Rasmussen, E. E. (2018). Coming attractions: Parental mediation responses to transgender and cisgender film trailer content targeting adolescents. *Sexuality & Culture*, 22(4), 1154-1170. doi:10.1007/s12119-018-9517-3.
- Rasmussen, E. E., White, S. R., King, A. J., **Holiday, S.**, & Densley, R. L. (2016). Predicting parental mediation behaviors: The direct and indirect influence of parents' critical thinking about media and attitudes about parent-child interactions. *Journal of Media Literacy Education*, 8(2), 1-21. doi:10.23860/JMLE-2016-08-02-01.
- Holiday, S.** & Cressman, D. L. (2016). "What deepest remains": How photojournalistic mutualism between Robert Capa and Elmer W. Lower shaped modern concepts of World War II. *American Journalism*, 33(4), 442-464. doi:10.1080/08821127.2016.1241644.
- Holiday, S.**, Lewis, M. J., Nielsen, R., Anderson, H. D., & Elinzano, M. (2016). The selfie study: Archetypes and motivations in modern self-photography. *Visual Communication Quarterly*, 23(3), 175-187. doi:10.1080/15551393.2016.1223548.
- Holiday, S.**, Lewis, M. J., & LaBaugh, J. L. (2015). Are you talking to me? The socio-political visual rhetoric of the Syrian presidency's Instagram account. *Southwestern Mass Communication Journal*, 30(2), 1-27.

### **BOOK CHAPTERS**

- Maddox, J., **Holiday, S.**, & Lyu, Y. (in press). From the ashes of ubiquity: Selfie culture as a new communication frontier. In M. Filimowicz & V. Tzankova (Eds.), *Reimagining communication volume 2: Experience*. New York, NY: Routledge.

### **PEER-REVIEWED JOURNAL ARTICLES UNDER REVIEW**

- Holiday, S.**, Hayes, J. L., Lyu, Y., & Britt, B.C. (under review). The cause effect: The impact of corporate social responsibility advertising on cause engagement after brand affiliation ceases. *International Journal of Advertising*.
- Holiday, S.**, Norman, M. S., & Densley, R. L. (under review). Sharenting on Instagram: The extended self and self-representation in parents' social media presentations of their children. *Popular Communication*.

## **PEER-REVIEWED PAPERS PRESENTED AT CONFERENCES**

- Holiday, S.,** Lyu, Y., Britt, B. C., Hayes, J. L. (2019). The persistence of stakeholder cause involvement after corporate affiliation ceases. Paper presented at the 22<sup>nd</sup> Annual International Public Relations Research Conference, March 2019, Orlando, FL.
- Gong, Z. H., **Holiday, S.,** & Cummins, R. G. (2018). The impact of erotic appeal and message relevance on selective attention to print advertisements. Paper presented at the Annual Conference for the Association for Education in Journalism and Mass Communication, August 2018, Washington, DC.
- Rasmussen, E. E., Strouse, G. A., Colwell, M. J., Russo, C., **Holiday, S.,** Brady, K., Flores, I., Troseth, G., Wright, H., Densley, R. L., & Norman, M. S. (2018). Promoting preschoolers' emotional competence through prosocial TV and mobile app use. Paper presented at the 68<sup>th</sup> Annual Conference of the International Communication Association, May 2018, Prague, Czech Republic.
- Strouse, G. A., Rasmussen, E. E., Colwell, M. J., Brady, K., **Holiday, S.,** Densley, R. L.,... Troseth, G. (2017). Parent mediation of children's strategy learning from 'Daniel Tiger's Neighborhood' app and video. Paper presented the 2017 Cognitive Development Society Bi-Ennial Conference, October 2017, Portland, OR.
- Holiday, S.,** Norman, M. S., Manley, T., Holland, D. W., Cummins, R. G., & Rasmussen, E. E. (2017). All they want for Christmas: The agenda-setting influence of television advertising on parents' gift-giving perceptions. Paper presented at the Annual Conference for the Association for Education in Journalism and Mass Communication, August 2017, Chicago, IL.
- Holiday, S.** (2017). *Jack and Jill* be nimble: Acknowledging the historic use of nontraditional advertising in an "adless" children's magazine. Paper presented at the Annual Conference for the Association for Education in Journalism and Mass Communication, August 2017, Chicago, IL. **2<sup>nd</sup> Place Student Paper, History Division.**
- Holiday, S.,** Loof, T., Cummins, R. G., & Krause, A. (2017). In the company of selfies: affective and cognitive response to selfies in print advertisements. Paper accepted to the 67<sup>th</sup> Annual Conference of the International Communication Association, May 2017, San Diego, CA.
- Holiday, S.,** Norman, M. S., & Densley, R. L. (2017). Sharenting: An examination of parents' self-presentation in Instagram representations of their children. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association, May 2017, San Diego, CA.
- Holiday, S.,** Bond, B. J., & Rasmussen, E. E. (2017). Parental mediation responses to transgender and cisgender film trailer content targeting adolescents. Paper presented at the 67<sup>th</sup> Annual Conference of the International Communication Association, May 2017, San Diego, CA.
- Anderson, H. A., Holland, D. W., & **Holiday, S.** (2017). The rhetorical evolution of Barack Obama's response statements to high-profile gun violence. Paper presented at

the 67<sup>th</sup> Annual Conference of the International Communication Association, May 2017, San Diego, CA.

Krause, A., Cummins, R. G, **Holiday, S.**, Loof, T. (2017). Do health claims matter? An examination of attention to organic and all-natural food labels. Paper presented at the annual meeting of the Southern Association of Agricultural Scientists, February 2017, Mobile, AL. **Awarded Outstanding Research Poster.**

**Holiday, S.**, & Rasmussen, E. E. (2016). Coming attractions: Parental mediation responses to film trailer content targeting adolescent sexuality and gender identity. Paper presented at SRCD 2016: Special Topics Meeting on Technology and Media in Children's Development, October 2016, Irvine, CA.

Rasmussen, E. E., White, S. R., King, A. J., **Holiday, S.**, & Densley, R. L. (2016). Predicting parental mediation behaviors: The role of parental media literacy and attitudes about parent-child interactions. Paper presented at SRCD 2016: Special Topics Meeting on Technology and Media in Children's Development, October 2016, Irvine, CA.

**Holiday, S.** (2016). Animal Crackers in my...book?: Effects of shared reading on parents' memory for product placement in children's books. Presented at the 99<sup>th</sup> Annual Conference for the Association for Education in Journalism and Mass Communication, August 2016, Minneapolis, MN.

Peterson, L. E., Rivera, E., Lewis, M., **Holiday, S.**, Nielsen, R. (2016). You may say I'm a streamer, but I'm not the only one: Understanding individuals' motivations for streaming music online. Presented at annual PCA/ACA National Conference, March 2016, Seattle, WA.

Anderson, H. D., **Holiday, S.**, Nielsen, R., Lewis, M. J. (2015). Corporate involvement in the ALS Ice Bucket Challenge as cause related marketing. Presented at the annual Southwest Education Council for Journalism & Mass Communication Symposium, November 2015, Ft. Worth, TX.

**Holiday, S.** & Cressman, D. (2015). The sacred circle: Mutualism between World War II photojournalists and photo editors. Presented at the 34<sup>th</sup> Annual American Journalism Historians Association Convention, October 2015, Oklahoma City, OK.

**Holiday, S.**, Lewis, M., Nielsen, R., Anderson, H., & Elinzano, M. (2015). The selfie study: Archetypes and motivations in modern self-photography. Presented at the 65<sup>th</sup> Annual Conference of the International Communication Association, May 2015, San Juan, Puerto Rico.

Davies, J. J., **Holiday, S.**, Evans, K., & Coyne, S. (2015). Family and religious influences on parental monitoring and video game addiction. Presented at the 65<sup>th</sup> Annual Conference of the International Communication Association, May 2015, San Juan, Puerto Rico.

**Holiday, S.**, Anderson, H., Lewis, M., & Nielsen, R. (2014). You are what you are in this world: Agenda-setting and visual framing in media coverage of the Guttenfelder Instagram photographs from North Korea. Presented at the 97<sup>th</sup> Annual Conference of

the Association for Education in Journalism and Mass Communication, August 2014, Montreal, QC, Canada.

**Holiday, S.,** Lewis, M., & LaBaugh, J. (2014). Are you talking to me? The socio-political visual rhetoric of the Syrian presidency's Instagram account. Presented at the annual Southwest Education Council for Journalism & Mass Communication Symposium, November 2014, Denver, CO.

**Holiday, S.,** Lewis, M., Nielsen, R., Anderson, H., & Elinzano, M. (2014). Your profession or your pleasure: Understanding individuals' motivations to take and share selfies. Presented at the 30<sup>th</sup> Annual Conference of the International Society for the Scientific Study of Subjectivity, September 2014, Salt Lake City, UT.

Davies, J. J., **Holiday, S.,** Christensen, S., & Heperi, L. (2014). Family Communication Patterns and Problematic Media Use. Presented at the 97<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, August 2014, Montreal, QC, Canada.

### TEACHING

#### **University of Alabama (Tuscaloosa, AL) – Assistant Professor**

APR 423: *Advertising & Public Relations Management*

Fall 2018 (59 students in 2 sections)

APR 270: *Strategic Thinking for Advertising*

Spring 2019 (35 students in 2 sections)

#### **Texas Tech University (Lubbock, TX) – Instructor**

ADV 3330: *Advertising Theory*

Summer 2018 (online)

#### **Texas Tech University (Lubbock, TX) – Graduate Part-Time Teaching Instructor (Instructor of record)**

ADV 4301: *Nontraditional Advertising*

Spring 2018

ADV 3330: *Advertising Theory*

Fall 2017 (online)

MCOM 3380: *Research Methods*

Fall 2016, Spring 2017

MCOM 1300: *Foundations in Media and Communication*

Summer 2016, Summer 2017

MCOM 2320: *Media Writing (lab instructor)*

Fall 2015, Spring 2016

#### **Brigham Young University (Provo, UT) – Instructor**

IAS 353: *Intercultural Outreach*

Fall 2014

### INVITED PRESENTATIONS

*The Development of the Child Consumer.* (2018, September). Guest lecture of The Mass Media and Me course for the University of Alabama Osher Lifelong Learning Institute.

*Historical Methodology: The Oldest Qualitative Method as a Vital Approach to Contemporary Media Research.* (2017, October). Guest lecture of Mass Communication Research Methods course at Texas Tech University.

*Demystifying Research with Children and Adolescents: How to Successfully Include Minors as Research Participants.* (2017, August). Panel presentation at the Annual Conference for the Association for Education in Journalism and Mass Communication, August 2017, Chicago, IL.

*Parenting Technological Literacy.* (2017, July). Guest lecture of Digital and Social Media course at Texas Tech University.

*Media that Stirs Children's Emotions.* (2017, April). Guest lecture of Mass Media Theories and Society course at Texas Tech University.

*Psychology of Advertising.* (2017, February). Guest lecture of Consumer Insights course at Texas Tech University.

*Science of Persuasion.* (2017, January). Guest lecture of Media Literacy course at Texas Tech University.

*Advertising to Families.* (2016, November). Guest lecture of Digital and Social Media course at Texas Tech University.

*Non-traditional Advertising in Children's Media.* (2016, June). Guest Lecture of Children & Advertising course at Texas Tech University.

*Children as Consumers.* (2015, July). Guest lecture of Consumer Insights course at Texas Tech University.

## PROFESSIONAL EXPERIENCE

*BambooHR, LLC, Lindon, UT*

Marketing Manager, Online Media and Industry Research—2014-2018

Managed lead generation initiatives and online marketing presence.

Directed the research and production of surveys of over 1,000 subjects on topics of importance to human resource management. Survey results were reported on *Forbes, Inc,* and *Entrepreneur,* among other outlets.

*Brigham Young University (David M. Kennedy Center for International Studies), Provo, UT*  
Publications Coordinator, Intercultural Outreach—2013-2015

Managed editing and layout for the university's intercultural curriculum for secondary education.

*Dental Prosthetics, Inc., Tucson, AZ*

Director of Marketing—2011-2013

Oversaw production and distribution of all marketing and communication, including social media, email, newsletters, events, and community outreach. Efforts re-

sulted in 13% growth in new accounts, and 11% increase in revenue from existing accounts.

*Melaleuca, Inc, Idaho Falls, ID*

Marketing Analyst—2007-2011

Customer Advocate (public relations specialist)—2005-2007

Managed communication, message compliance, and marketing strategy of affiliate accounts. Efforts resulted in an increase in annual profit of 13% in 2010 and 15% in 2011.

Identified key public concerns, monitored issue prevalence, worked with stakeholders and public to resolve issues appropriately and implement relationship-building policies and procedures.

### **SERVICE**

Assessment Committee, Department of Advertising and Public Relations, University of Alabama, 2018-present

Applicant Search/Selection Committee, Advertising Assistant Professor (Creative Tenure-Track), University of Alabama, 2019.

Reviewed submitted articles for *Media, War, & Conflict*, 2018.

Applicant Search/Selection Committee, Assistant/Associate Professor of Strategic Communication, Texas Tech University, 2016.

GSP Review and Revision Committee, Texas Tech University, 2016.

Reviewed submitted articles for *Current Issues & Research in Advertising*, 2019-

Review submitted articles for *Cyberpsychology, Behavior, and Social Networking*, 2015-2018.

Reviewed submitted articles for *Aggressive Behavior*, 2016.

### **GRANTS AND FUNDING**

2019 Institute for Communication & Information Research Seed Funding Grant, University of Alabama. \$4,000 rewarded.

2018 ORED Internal Funding: Small Grant Program, Research Grants Committee, University of Alabama. \$6,000 awarded.

2018 Lewis Advertising Research Fund, Department of Advertising and Public Relations, University of Alabama. \$1,050 awarded.

2017 Bill & Avis Ross Graduate Research Fund, Texas Tech University. \$1,500 awarded.

2017-2018 Fuller Fellowship, Texas Tech University College of Media and Communication. \$1,000 awarded.

2015-2018 Helen DeVitt Jones Endowed Graduate Fellowship, Texas Tech University College of Media and Communication. \$9,000 awarded.

2017 College of Media and Communication Graduate Student Research Award, Texas Tech University, Graduate School. \$1,000 awarded.

## AWARDS AND RECOGNITION

Recipient, Professing Excellence Award, Texas Tech University, 2018.

Second Place Student Paper, History Division, 100<sup>th</sup> Annual Conference of the Association for Education in Journalism and Mass Communication, August 2017, Chicago, IL, for Holiday, S. (2017). *Jack and Jill* be nimble: Acknowledging the historic use of nontraditional advertising in an “adless” children’s magazine.

Media coverage of research in over 70 national and international media outlets, including the American Council on Science and Health, *Men’s Health*, *Cosmopolitan*, *Health.com*, *CNet*, *Daily Mail*, *Today Show*, *Fox News*, and *New York Post*, for Holiday, S., Lewis, M. J., Nielsen, R., Anderson, H. D., & Elinzano, M. (2016). The selfie study: Archetypes and motivations in modern self-photography. *Visual Communication Quarterly*, 23, 175-187. doi:10.1080/15551393.2016.1223548.

Outstanding Research Poster, annual meeting of the Southern Association of Agricultural Scientists, February 2017, Mobile, AL, for Krause, A., Cummins, R. G., Holiday, S., Loof, T. (2017). Do health claims matter? An examination of attention to organic and all-natural food labels.

Second Place, Wally Eberhard Award for Outstanding Paper on Media and War, 34<sup>th</sup> Annual American Journalism Historians Association Convention, October 2015, Oklahoma City, OK, for Holiday, S., & Cressman, D. (2015). The sacred circle: Mutualism between World War II photojournalists and editors.

Recipient, Alf & June Pratte Journalism Paper Award, Brigham Young University, for Holiday, S., & Cressman, D. (2015). The sacred circle: Mutualism between World War II photojournalists and editors.

Top Paper Finalist, annual Southwest Education Council for Journalism & Mass Communication Symposium, October 2013, Denver, CO, for Holiday, S., Lewis, M., & LaBaugh, J. (2014). Are you talking to me? The socio-political visual rhetoric of the Syrian presidency’s Instagram account.

## PROFESSIONAL DEVELOPMENT

AEJMC Annual Conference, Chicago, IL, August, 2017.

SRCD Special Topics Meeting on Children and Media, Irvine, CA, October, 2016.

AEJMC Annual Conference, Minneapolis, MN, August, 2016.

AJHA Annual Conference, Oklahoma City, OK, October, 2015.

ICA Annual Conference, San Juan, Puerto Rico, May 2015.

SWECJMC Annual Conference, Denver, CO, October 2014.

ISSSS Q Conference, Salt Lake City, UT, September 2014.

AEJMC Annual Conference, Montreal, QC, Canada, August 2014.

Great Plains Theatre Conference, Omaha, NE, May 2011.



Integrated Marketing Communication workshop, American Marketing Association,  
Atlanta, GA, January 2009.