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## EDUCATION

### **North Carolina State University, Raleigh, NC**

Ph.D. in Communication, Rhetoric, and Digital Media

Emphasis: **Digital Public Relations**

Degree Awarded: May, 2020

Dissertation Title: Identification and Relationships: How Social Movements Use and Articulate Identification Across Digital Platforms to Build Relationships.

**Committee Chair:** Dr. Melissa A. Johnson, NC State University

Committee Members: Dr. Victoria J. Gallagher, NC State University, Dr. Jason Swarts, NC State University, and Dr. James Kiwanuka-Tondo, NC State University

### **High Point University, High Point, NC**

Master of Arts in Strategic Communication

Emphasis: **Public Relations**

Degree Awarded: August, 2013

### **Winthrop University, Rock Hill, SC**

Bachelor of Science in Business Administration

Concentration: **Marketing**

Degree Awarded: May, 2010

## FACULTY APPOINTMENTS

### **Assistant Professor of Strategic Communication**

Department of Strategic Communication

High Point University

August 2020 – present

## RESEARCH AND TEACHING INTERESTS

Strategic Communication

Public Relations

Social Movements

Social & Digital Media

Social Networks

Advocacy & Activism

Visual Rhetoric

Racial & Ethnic Group Communication

## REFEREED PUBLICATIONS

**Edrington, C. & Gallagher, V. (2019).** Race and visibility: How and why images of Black lives matter. *Visual Communication Quarterly*, 26(4), 195-207.

**Edrington, C. & Lee, N. (2018).** Tweeting a social movement: Black Lives Matter and its use of Twitter to share information, build community, and promote action. *Journal of Public Interest Communications*, 2(2), 289-306.

## REFEREED CONFERENCE PAPERS AND PRESENTATIONS

**Edrington, C. (2020, November).** *Social movements and dialogue: How BLM and MFOL use their websites to build relationships.* 106<sup>th</sup> Annual Convention National Communication Association. Virtual. **African American Communication and Culture Division.**

**Edrington, C. (2020, August).** *Identifying through visuals: An analysis of how social movements use Facebook photos.* Presented at the 103<sup>rd</sup> Annual Conference Association of Educators in Journalism and Mass Communication. Virtual. **Visual Communication Division. THIRD PLACE, TOP STUDENT PAPER\***

**Edrington, C. (2019, November).** *How social movements use visuals and text in message strategies to recruit and build relationships.* Presented at the 105<sup>th</sup> Annual Convention National Communication Association. Baltimore, MD. **Research In Progress Roundtable.**

**Edrington, C. (2019, September).** *Creating our own community: Exploring black women's use of virtual spaces.* Presented at Black Communities: **A Conference for Collaboration.** Durham, NC.

**Edrington, C. (2019, March).** *#NewSocialMovements: Looking to the past for a future.* Presented at the Communication, Rhetoric, and Digital Media (CRDM) 2019 Symposium: **Dialog 2.0: Social Movements, Online Communication, & Transformation.** Raleigh, NC.

**Edrington, C. & Gallagher, V. (2018, April).** *Race and visibility: How and why images of Black lives matter.* Presented at the 88<sup>th</sup> Annual Convention Southern States Communication Association (SSCA), Nashville, TN. **Rhetoric and Public Address Division.**

## INVITED PANEL PRESENTATIONS

**Panelist – Unbounding CSR in the Classroom:** Association for Education in Journalism and Mass Communication Public Relations Division Virtual Conference. (accepted for presentation 2021, January)

**Panelist** – Understanding Black Lives Matter. #ScholarStrike: National Communication Association's African American Communication & Culture Division and Black Caucus Virtual Conference. (2020, September)

**Moderator** - Law Enforcement, Rights, and Justice, Black Communities: A Conference for Collaboration. (2019, September)

**Panelist** - Visual Rhetoric Panel, Master's in Communication Seminar at North Carolina State University. (2018, August)

**Panelist** - African Americans in Education: Past, Present, Future Roundtable, The Black Graduate Student Association at North Carolina State University. (2017, October)

### INVITED MEDIA APPEARANCES

Downs, D. (2020, July 20). *Tweeting a social movement. Black Lives Matter and its use of Twitter*. Stories and Strategies Podcast.

Sherrod, T. (2020, June 17). *Let's talk digital activism*. Cope for the Culture Podcast.

WRAL News. (2020, February 9). *Virtual reality brings Dr. King's famous Durham speech to NC State*. <https://www.wral.com/virtual-reality-brings-dr-king-s-famous-durham-speech-to-nc-state/18942208/>

### POSTER PRESENTATIONS

**Edrington, C.** (2020, August). *Social movements and identification: An examination of how Black Lives Matter and March For Our Lives use identification strategies on Twitter to build relationships*. Presented at the 103<sup>rd</sup> Annual Conference Association of Educators in Journalism and Mass Communication. Virtual. **Public Relations Division**.

**Edrington, C.** (2013, April). *The link between verbal aggressiveness and attachment styles among college students from different ethnic groups*. Presented at the Inaugural Graduate Research Poster Symposium, High Point, NC.

### RESEARCH IN PROGRESS

**Edrington, C.** (under review). *Identifying through visuals: An analysis of how social movements use Facebook photos*

**Edrington, C.** (under review). *From slacktivism to activism: Rihanna and Fenty brands 'pull up'.*

### **ACADEMIC HONORS AND AWARDS**

- 2020 Top Student Paper Award, **Third Place** (AEJMC Visual Communication Division).
- 2019 Inaugural Graduate School Summer Fellowship (Summer 2019). \$2,500.
- 2018 UNC Campus Scholarship (2018-2020). \$5,000.
- 2018 Invited Research Overview, Institute for Public Relations Digital Media Research Center.
- 2017 Semi-Finalist, Augustus M. Witherspoon Scholarship (Black Alumni Society).
- 2016 North Carolina State University Graduate School Diversity Enhancement Award (2016-2020). \$3,000.
- 2016 Communication, Rhetoric, and Digital Media Four-Year Competitive Graduate Fellowship (2016-2020).

### **RESEARCH EXPERIENCE**

**Research Assistant-** Collaboration Team, The Virtual Martin Luther King Project (vMLK) at James B. Hunt Jr. Library, North Carolina State University. Dr. Victoria J. Gallagher, Principle Investigator. (2018-2020).

**Research Assistant-** Survey Research Center, Nido R. Qubein School of Communication at High Point University. Dr. Martin J. Kifer, Director. (2011).

### **TEACHING EXPERIENCE**

**Assistant Professor,** COM 2235 – Public Relations Techniques (Fall 2020)

**High Point University, High Point, NC.**

1 section, 17 students.

Created syllabus and lecture material for the course. Course placed emphasis on the preparation of public relations materials, media techniques, and the channels of distribution. Guided students through the writing process by providing examples and in-class writing labs. Strong emphasis was placed on AP writing style, social media, television, and radio writing, the creation of press kit materials, the designing of press releases, brochures, PSAs, and pitch letters.

**Assistant Professor, COM 4495/5130 – Mixed Methods Research and Analysis (Fall 2020)  
High Point University, High Point, NC.**

1 section, 8 students.

Created syllabus and lecture material for the course. Course covered the theoretical and practical implications of mixed methods research in the social sciences. Discussed the development and execution of mixed methods studies, the analysis of data obtained from multiple methodological approaches, and the practical tools required to do the work. Advised students through two on-campus research projects and introduced them to the social media monitoring software tool, Brandwatch.

**Instructor of Record, COM 476 – Public Relations Campaigns (Fall 2019, Spring 2019, Spring 2018, Spring 2017)**

**North Carolina State University, Raleigh, NC.**

5 sections, 75 students.

Created syllabus and lecture material for the course. Served as an advisor and mentor to students in this capstone class. Course focused on management of the public relations function in organizations and public relations counseling. Classroom structure resembled that of a public relations firm or consulting agency where students worked with local clients in creating a strategic communication plan to meet the needs of the client/organization's goals and objectives. Guided students in the process of formative research, message strategy and tactic creation, and evaluative research. By the end of the course, students successfully developed a campaign proposal and pitched it to the client through a professional presentation.

**Instructor of Record, COM 346 – Case Studies in Public Relations (Fall 2018, Spring 2018)**

**North Carolina State University, Raleigh, NC.**

2 sections, 36 students.

Developed syllabus, all lecture material, and in-class assignments. Facilitated group discussion on the application of theory, principles, and problem-solving techniques used in the practice and profession of public relations presented in the assigned organizational case studies. Assisted students in developing an original case study concerning current topics. Encouraged students to stay abreast of current news items and trends concerning the field.

**Instructor of Record, COM 316 – Public Relations Writing (Summer 2018)**

**North Carolina State University, Raleigh, NC.**

1 section, 6 students.

Created syllabus, lecture material, and all assignments for this course. Course placed emphasis on media techniques, preparation of materials, and the channels of distribution. Emphasis was placed on AP Style, social media writing, the creation of press kit materials, and the designing of newsletters, brochures, feature stories, and pitch letters.

**Instructor of Record, COM 226 (online and face-to-face) – Introduction to Public Relations (Summer 2019, Fall 2017, Spring 2017, Fall 2016)**

**North Carolina State University, Raleigh, NC.**

4 sections, 83 students.

Developed syllabus, lecture materials, in-class and asynchronous assignments, and group projects for this course. Course placed emphasis on introducing students to the field of public relations as a practice, profession, and its theoretical foundation.

**Instructor of Record, COM 110 (hybrid) – Public Speaking (Summer 2017)**  
**North Carolina State University, Raleigh, NC.**

1 section, 12 students.

Facilitated the face-to-face component of this hybrid course. Prepared lecture material, in-class activities, and group assignments. Graded all speeches and counseled students on their progression in the class. Course placed emphasis on research skills, topic selection, speech organization, and speech delivery. Students learned to listen for the purposes of analyzing, and how to evaluate in-class speech presentations.

**Adjunct Instructor, COM 1110 – Human Communication (Fall, 2020, Spring 2016, Spring 2015, Fall 2014)**

**High Point University, High Point, NC.**

5 sections, 134 students.

Presented lecture material on the fundamental communication theories as applied in various interpersonal, public speaking, and small group communication settings. Facilitated in class activities and discussions that provided both a theoretical foundation and practical framework for students pursuing further studies in the communication concentration.

**Adjunct Instructor, COM 120 – Introduction to Interpersonal Communication (Spring 2016, Fall 2015)**

**Guilford Technical Community College, Jamestown, NC.**

2 sections, 44 students.

Designed syllabus, lecture materials, rubrics, and all assignments for this course. Course focused on the principles and practices of interpersonal communication in both dyadic and group settings. Lectures, class discussions, and group activities emphasized the importance of the communication process, listening, self-disclosure, ethics, nonverbal communication, power, culture, dysfunctional communication relationships, and interpersonal conflict.

**Adjunct Instructor, MG112 – Communication and Interactive Media (Spring 2015)**

**John Wesley University (formerly Laurel University), High Point, NC.**

1 section, 40 students.

Designed the curriculum for this course as an initiative to bring communication and media courses to the School of Management. Created activities for students to promote personal and professional branding. Selected course textbooks and materials. Facilitated an online discussion forum via Facebook. Invited guest speakers. Crafted all rubrics and lecture material. Course focused on the importance of self-branding, professionalism, and presentation skills. Students were taught how to use different social media platforms professionally and efficiently.

**Adjunct Instructor, COM 2225 (hybrid) – Foundations of Strategic Communication (Fall 2014)**  
**High Point University, High Point, NC.**

1 section, 22 students.

Delivered face-to-face instruction one day per week for this hybrid course. Facilitated in class activities, graded all quizzes and in class presentations. Provided assignment feedback to students and answered all questions regarding the course, class structure, and assignments. Course focused on introducing students to the field of strategic communication while drawing on traditional areas such as public relations and advertising.

**Adjunct Instructor**, COM 231 – Public Speaking (Fall 2013)  
**Guilford Technical Community College, Greensboro, NC.**

1 section, 22 students.

Developed syllabus, lecture material, in class assignments, and rubrics for speeches. Counseled students on best practices for writing informative, persuasive, and commemorative speeches. Provided critiques and positive feedback on speech delivery. Course focused on the preparation and delivery of different speech styles. Emphasis was placed on the research, preparation, delivery, and evaluation of speeches in a group setting.

## THESIS COMMITTEES

**Chair**, Morgan Banker. Strategic Communication (MA) Program (2020-2021 Academic Year).

**2<sup>nd</sup> Chair**, Dan Burniston. Strategic Communication (MA) Program (2020-2021 Academic Year).

## ACADEMIC SERVICE

**Reviewer**, *Visual Communication Quarterly* (2020).

**Editorial Board Member** (appointed), *Journal of Public Interest Communications* (2019-2020 Academic Year).

**Editorial Assistant**, *Communication Education* (2019-2020 Academic Year).

**Selection Committee**, Black Communities 2019 Conference. *Black Communities: A Conference for Collaboration*. The University of North Carolina at Chapel Hill (2018-2019 Academic Year).

**Planning Committee**, Communication, Rhetoric, and Digital Media (CRDM) 2019 Symposium. *Dialog 2.0: Social Movements, Online Communication, & Transformation*. North Carolina State University (2018-2019 Academic Year).

**Proposal Reviewer**, Communication, Rhetoric, and Digital Media (CRDM) 2019 Symposium. *Dialog 2.0: Social Movements, Online Communication, & Transformation*. North Carolina State University (2018-2019 Academic Year).

**Volunteer Coordinator**, Communication, Rhetoric, and Digital Media (CRDM) 2019 Symposium. *Dialog 2.0: Social Movements, Online Communication, & Transformation*. North Carolina State University (2018-2019 Academic Year).

**Cohort Representative** (elected), Communication, Rhetoric, and Digital Media Student Association (CRDMSA). North Carolina State University (2018-2019 Academic Year).

## **RELATED PROFESSIONAL EXPERIENCE**

**Interim Academic Affairs Coordinator**, (Summer, 2017).

William Peace University, Raleigh, NC

Assisted the Director of Academic Affairs in drafting manuals for the university honor board, instructor syllabus guidelines and language, and new faculty member resources. Researched university best practices for honor board codes and violations. Crafted language for the university recording policy and assisted in new faculty orientation.

**Coordinator for Communications**, (2014-2015 Academic Year).

John Wesley University (formerly Laurel University), High Point, NC

Responsible for all communication and public relations efforts for the university. Recruited for and promoted the School of Ministry and the School of Management by personal contact and social media activities. Partnered with the Deans of both schools to build the enrollment for the online programs. Designed and instructed a new communication course in the School of Management as part of a new degree initiative. Developed the campus social media opportunities. Redesigned and managed the university website. Created a website and social media policy. Assisted the President and Dean in developing an advisory board for the School of Management. Designed a strategic plan to increase enrollment. Managed communication assistants and cross-departmental team.

**Assistant Director of Women's Leadership Institute**, (2014-2015 Academic Year).

John Wesley University (formerly Laurel University), High Point, NC

Assisted the Director of the Women's Leadership Institute in researching and contacting influential women in the surrounding areas for a potential partnership with the program. Solicited guest speakers for the monthly WLI day. Facilitated discussion with the participants of the program after the monthly presentations about networking and professionalism. Accompanied participants to local middle school for mentoring opportunities. Created teaching opportunities and activities for participants and their mentees. Provided personal and professional mentorship to the participants of the institute. Handled all communication efforts including monthly newsletters and press releases.

**Independent Consultant**, (2015).

Joy Cook Public Relations Group, Greensboro, NC

Worked with the owner of the agency as an independent consultant. Independent consulting included: advising clients on the best public relations practices and activities that would benefit

both them and their publics, creating press kit material, handling social media accounts, assisting in website design, and providing publicity and promotional support.

**Director of Engagement, (2014).**

Joy Cook Public Relations Group, Greensboro, NC

Worked for the owner of the agency, assisting in meeting client needs. Responsibilities included: client promotion, creating and maintaining a social media presence for agency and clients, drafting and editing press kit material, covering media events, organizing grand openings and book signings, and cultivating local media contacts.

## **PROFESSIONAL MEMBERSHIPS**

Southern States Communication Association (SSCA)

Association for Education in Journalism and Mass Communication (AEJMC)

National Communication Association (NCA)

## **COMMUNITY SERVICE**

Black Graduate Student Association (2017- 2020).

Communication, Rhetoric, and Digital Media Student Association (2016 - 2020).

Delta Sigma Theta Sorority, Incorporated (2009 - current).

Alpha Kappa Psi, Professional Business Fraternity (2008 - current).