

# ADRIENNE DARRAH

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## EDUCATION

### **The Pennsylvania State University**

Doctor of Philosophy – Mass Communications May 2023  
Dissertation: The role of relationships in effecting outcomes as related to the impact of nonprofit misconduct  
Advisor: Dr. Denise Bortree  
Committee: Dr. Frank Dardis, Dr. Stephanie Madden, Dr. Shannon Cruz

Master of Public Administration August 2018

Master of Business Administration May 2012

Bachelor of Arts – Art History May 1998

## PUBLICATIONS

### JOURNAL ARTICLES

**Darrah, A.** (2021). [Review of the book *Personal relationships and intimacy in the age of social media*, by C. Miguel]. *Mass Communication and Society*, 24(2), 317-318.  
<https://doi.org/10.1080/15205436.2020.1793542>

**Darrah, A.** (2023). [Review of the book *TV (Object lessons)* by S. Bordo]. *Critical Studies in Media Communication*, 40(1), 70-71. <https://doi.org/10.1080/15295036.2023.2195480>

Pressgrove, G., Waters, R., **Darrah, A.**, & Troy, C. (2023). Examining the intersection of culture and stewardship: Assessing how the 100 most visited art museums promote their philanthropic missions. *Journal of Philanthropy and Marketing*, 28(4), e1790. <https://doi.org/10.1002/nvsm.1790>

### BOOK CHAPTERS

**Darrah, A.** (2022). Taboo language: Patriarchal oppression of women's use of profanity. In G. Luurs (Ed.), *Handbook of research on communication strategies for taboo topics*. IGI Global.

**Darrah, A.** (2022). The one with all the fat shaming: An examination of anti-fat bias on *Friends*. In K. M. Hopper & S. S. LeBlanc (Eds.), *Performance of bodies in popular culture: One size does not fit all*. Rowman & Littlefield.

### BLOG POSTS

**Darrah, A.** (2021, May 12). Zoom school. *in media res: a media commons project*.  
<http://mediacommons.org/imr/content/zoom-school>

**Darrah, A.** (2023, March 21). A case study in the importance of being adaptable during the research process. SAGE Research Methods Cases: Business & Management.

## CONFERENCES

**Darrah, A.** (2020, September 25-27). *Female fundraisers' harassment experiences in the field* [Poster presentation]. Organizational Communication Mini Conference, University of South Florida, Tampa, FL.

Ascher, J., Brewer, M. B., **Darrah, A.**, Turner-Ledgerwood, K. (2022, March 30-April 3). *On the horrors of life: Contemporary cinematic horror as cultural sensemaking* [Symposium]. Central States Communication Association, Madison, WI.

**Darrah, A.** (2022, August 3-6) *The optimal self: An analysis of middle-class women's fears represented through golden age Halloween postcards* [Poster presentation]. Association for Education in Journalism

and Mass Communication Annual Conference, Detroit, MI.

**Darrah, A.** (2022, November 17-20). *A mixed methods study of female fundraisers' sexual harassment experiences in the field* [Conference presentation]. National Communication Association 108th Annual Convention, New Orleans, LA.

**Darrah, A.** (2023, May 25-29). *Female filmmakers continue to experience inequity in the horror film genre* [Conference presentation]. International Communication Association 73rd Annual Conference, Toronto, Ontario, Canada.

**Darrah, A.** (2023, November 15-19). *An examination of professional fundraising in accordance with resource dependence and stewardship theories* [Conference presentation]. National Communication Association 108th Annual Convention, National Harbor, MD.

INVITED TALKS

**Darrah, A.** (2022, May 26). *Female fundraisers' views on sexual harassment in fundraising*. Guest speaker, University of Florida Advancement, Helping Advancement Nurture Diversity meeting.

INSTRUCTOR OF RECORD

**Penn State College of the Liberal Arts** University Park, PA  
*Instructor, CAS 100A/B, Effective Speech* Fall 2022 –

**Penn State College of the Liberal Arts** University Park, PA  
*Instructor, CAS 83, First Year Seminar (Philanthropy and Communication)* Spring 2023

**Penn State Donald P. Bellisario College of Communications** World Campus  
*Instructor, COMM 100N, Mass Media and Society* Fall 2023 –

**Penn State Donald P. Bellisario College of Communications** University Park, PA  
*Instructor, COMM 420, Research Methods in Advertising and Public Relations* Fall 2021 – Spring 2022

**Penn State Donald P. Bellisario College of Communications** World Campus  
*Instructor, COMM 100N, Mass Media and Society* Summer 2021, Summer 2022

**Penn State Donald P. Bellisario College of Communications** World Campus  
*Instructor, COMM 310, Digital Media Metrics* Summer 2021

**Penn State College of the Liberal Arts** University Park, PA  
*Lecturer, CAS 100A, Effective Speech* Fall 2018 – Spring 2020

**Penn State Smeal College of Business** University Park, PA  
*Instructor, PSU 006, First-Year Seminar* Fall 2016 – Fall 2018

**Penn State Altoona** Altoona, PA  
*Lecturer, CAS 100A, Effective Speech* Fall 2017

ACADEMIC EXPERIENCE

**Penn State Bellisario College of Communications** University Park, PA  
*Graduate Assistant: Curriculum Development* 5/22 – 8/22, 1/23 – 5/23

- Conducted a needs assessment and review of the introductory online communications course to determine future performance needs
- Reviewed and redesigned course materials, including lecture notes, course handouts, instructor support materials, and course assignments
- Worked with the course designer in releasing the course, serving as the intermediary between course instructors and course designer to rectify design and content issues

**Penn State Bellisario College of Communications** University Park, PA  
*Graduate Assistant: The Arthur W. Page Center* 8/20 – 5/21

- Coordinated weekly research lab and Page Center meetings
- Proofread and edited research articles

**Penn State Smeal College of Business**

University Park, PA

*Graduate Assistant: Diversity Enhancement Programs*

8/10 – 5/12

- Served as the adviser to an undergraduate women’s group
- Oversaw the 13th Annual S.T.A.R.T Conference, a diversity-driven, one-day, campus-wide event, resulting in the largest attendance and satisfaction rates to date
- Taught a business ethics course during B.O.S.S., a two-week program geared toward high school students wishing to pursue an education in business

**PROFESSIONAL  
EXPERIENCE**

**Penn State World Campus**

University Park, PA

*Director, Alumni Relations*

2/19 – 8/19

- Provided leadership and oversight for the strategic direction of the alumni relations program, including program, alumni, volunteer, and budget management

**Penn State College of Information Sciences and Technology**

University Park, PA

*Alumni and Stewardship Officer*

1/18 – 2/19

- Responsible for the implementation and management of programming to increase alumni engagement
- Coordinated and collaborated with internal constituents in the awarding and stewardship of donor scholarships, fellowships, and professorships

**University of Oregon Alumni Association**

Eugene, OR

*Director, Membership and Business Development*

1/13 – 9/14

- Through the deployment of an aggressive marketing and communications strategy, successfully grew membership by over 25% and giving above membership by 200%
- Developed annual goals, forecasts, budgets, and comprehensive marketing and communications plans, including print, phone, and new media, for the membership and business development programs based on data analytics and forecasts including messaging, composition, design, production, and analysis
- Directed member content for e-communications, social media channels, and website

**University of Portland**

Portland, OR

*Associate Director, Annual Giving*

7/07 – 11/09

- As a result of employing a robust marketing and communications strategy, successfully increased giving via the phone program by 40% and the direct mail program by 28%
- Taught a team of 45 student employees how to call University supporters – writing scripts, creating work schedules, and establishing goals for student employees
- Built and manipulated data sets and tracked metrics for marketing and communications projects; designed and developed dashboards to track project performance and allow visualization of data trends
- Oversaw all aspects of mail communications projects, including inception, planning, content design, messaging, composing, production, and analysis

**Penn State Alumni Association**

University Park, PA

*Assistant Director, Membership*

4/06 – 3/07

- Served as project manager for phone communications overseeing the management of phone recruitment and retention projects that were administered by an external vendor and the on-campus call center

- Utilized databases to prepare data requirements, including data extraction and manipulation of data sets, and track, analyze, and present response data
- Conducted research on market segmentation, examined trends, and made recommendations for recruitment and retention projects based on data analytics and forecasts

**University of Virginia**

Charlottesville, VA

*Associate, Prospect Research*

9/04 – 4/06

- Processed over 500 pieces of research, determining donor capacity and propensity for major giving for the University President
- Served as department manager, overseeing budget, expenditures, communications, and staff hiring

**The John F. Kennedy Center for the Performing Arts**

Washington, DC

*Assistant Manager, Membership and Annual Giving Services*

9/00 – 6/04

- Managed constituent services and stewardship and cultivation programs for the Kennedy Center Trustees and over 33K members
- Developed annual goals, forecasts, and budgets for stewardship and cultivation projects based on data analytics, and administered the data entry and acknowledgement of over 40K contributions each year
- Responsible for the overall strategic planning and project management of 17 events each year, from artist scheduling to menu and invitation design and post event assessment
- Cultivated long-term relationships with internal and external constituents, maintaining ongoing communications to increase donor engagement

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|---------------------------|--|-----------------|
| PROFESSIONAL ORGANIZATION | Association for Education in Journalism and Mass Communication | 9/19 – Present  |
|                           | National Communication Association                             | 10/20 – Present |
| <u>MEMBERSHIPS</u>        | International Communication Association                        | 10/21 – Present |

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|-------------------|--|--|
| COMMUNITY SERVICE | Mentor, MBA and Undergraduate Programs, Smeal College of Business                                      |  |
|                   | Mentor, FastStart Program, Penn State Alumni Association   |  |
|                   | Mentor, Penn State First Generation Advocates  |  |
|                   | Member, Smeal College of Business, Diversity Enhancement Programs Advisory Board                       |  |
|                   | Member, Professional Freedom & Responsibility Committee, <i>Mass Communication and Society</i> , AEJMC |  |