

PETA LEITERMANN-LONG

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Areas of Concentration

Public Communications, Public Relations, Public Diplomacy, Public Opinion, Media and Politics, Communication Theory, Diversity, Ethics, Critical Cultural Theory, Qualitative and Quantitative Methods

Education

Syracuse University. Syracuse, NY, USA **pending 2018**
Ph.D. in Mass Communication; S.I. Newhouse School of Public Communications

Syracuse University. Syracuse, NY, USA **2015**
M.A. in Pan African Studies; Department of African American Studies

Syracuse University. Syracuse, NY, USA **2014**
Certificate in University Teaching; Future Professoriate Program, Graduate School

The University of the West Indies, Mona Campus, Jamaica **2012**
Graduate Studies – Master of Philosophy Program, Department of Language, Linguistics and Philosophy; (program incomplete)

The University of the West Indies, Mona Campus, Jamaica **2008**
B.A. Philosophy; Media and Communication; Department of Language, Linguistics and Philosophy; Caribbean Institute of Media and Communications (CARIMAC)

CARIMAC (Summer Program), UWI, Mona Campus, Jamaica **2005 & 2006**
Certificate in Public Relations (2006); Certificate in Advertising Management (2005)

Dissertation & Publications

Dissertation

Michael Manley's Nationalism in the 1970's: An Analysis of the Speeches as Prime Minister of Jamaica **2015**
(Author) For the fulfillment of a Master's in Arts, Pan African Studies, Syracuse University.

Publications

The ICC CWC 2007 Official Visitor's Guide to the West Indies **2007**
(Research Editor) Kingston: Great House Publishing and MAPCO Printers

Teaching Experience

Sum. 2017	Writing for News and Public Relations in a Digital Age (<i>Teaching assistant</i>)
Spr. 2016	Public Relations: The Ethics of Advocacy (<i>Instructor</i>)
Fall. 2015	Diversity: Women in News (<i>Instructor</i>)
Fall 2012 & 2013 Spr. 2014	Introduction to African American Studies (<i>Teaching assistant</i>)
Spr. 2013	Creative Writing (<i>Teaching assistant</i>)
Spr. 2009	PHIL1002 Ethics and Applied Ethics (<i>Tutor</i>)
Fall 2009 – 2011	Introduction to Philosophy (<i>Tutor & some lecturing</i>)
Spr. 2011 & 2012	History of Ancient Philosophy (<i>Tutor & lecturer</i>)
Fall 2010	Philosophy of Religion (<i>Tutor</i>)
Fall 2009 & 2010	Recent Philosophy I (<i>Tutor & some lecturing</i>)
Spr. 2009 – 2011	Recent Philosophy II (<i>Tutor & some lecturing</i>)

Conference Papers & Presentations

- Jiang, H., Ford, R., Long, P., & Ballard, D. (2016, March). Diversity and Inclusion (D&I) in Recruitment and Retention of Public Relations Talent from Under-Represented Groups: A Study with the Arthur W. Page Society Members. Presented at the International Public Relations Research Conference, Orlando ,Florida.
- Long, P. (2010a, November). Ethical Controversies of the Free Press. Presented at the Cave Hill Philosophy Symposium, University of the West Indies, Cave Hill, Barbados. Retrieved from <http://www.cavehill.uwi.edu/fhe/histphil/Philosophy/CHiPS/2010/abstracts.htm>
- Long, P. (2010b, May). Pragmatism and Neo-Pragmatism. Presented at the Department of Language, Linguistics and Philosophy Post-Graduate Research Day, University of the West Indies, Mona, Jamaica.
- Long, P. (2011a, November). Reconciling the modern democratic society with the “developing states” situation – The case of Jamaica. Presented at the Cave Hill Philosophy Symposium, University of the West Indies, Cave Hill, Barbados. Retrieved from <http://www.cavehill.uwi.edu/fhe/histphil/Philosophy/CHiPS/2011/abstracts.htm>
- Long, P. (2011b, July). From the Pragmatic Origins: Understanding Pragmatism. Presented at the Summer Institute of American Philosophy, University of Oregon, Eugene, Oregon. Retrieved from http://pages.uoregon.edu/koopman/siap/siap_2011_schedule_final.pdf

- Long, P. (2011c, May). Pragmatism – A Definition: On Charles Saunders Peirce, William James and John Dewey. Presented at the Department of Language, Linguistics and Philosophy Post-Graduate Research Day, University of the West Indies, Mona, Jamaica.
- Long, P. (2014, March). Nationalism in the era of the Manley Administration of the 1970's. Presented at the Department of History and Archeology Faculty/Post-Graduate Seminar, University of the West Indies, Mona, Jamaica.
- Long, P. (2015a, December). Political Identification, Ideology and Subscription - A Q-method Study. Presented at Methodology Symposium, Syracuse University, Syracuse, New York.
- Long, P. (2015b, November). The Impact of News Satire on Twitter: A Look of Last Week Tonight with John Oliver. Presented at the Mid-Atlantic Popular and American Culture Association in Philadelphia, Pennsylvania.
- Long, P. (2016, March). Framed or Framed? Hillary Clinton Email Saga. Presented at the Popular Culture Association and American Culture Association Conference, Seattle, Washington. Retrieved from <http://ncp.pcaaca.org/presentation/framed-or-framed-hillary-clinton-email-saga>
- Long, P., Vickers, J., Yan, Y., & Birkhead, H. (2015, April). The Jasmine Effect - Gendered Portrayal in Media and Politics. . Presented at the Popular Culture Association and American Culture Association Conference, New Orleans, Louisiana.
- Long, P. (2017, April). Did You Just Say That: Creating an Inclusive Workplace by Handling Microaggressions. PRSA Northeast District Conference, Corning, New York
- Long, P. (2018, March). WATCHING THE DEBATES: What effect did the 2016 US Presidential Debate have on viewers? Brown Bag Presentation at Ithaca College, Ithaca, New York.
- Long, P. (2018, March). Double-Edged Sword: Learning Disability and the pursuit of grad school. Presentation with Student Accessibility Services at Ithaca College, Ithaca, New York.
- Long, P. (2018, March). Cognitive Dissonance and Black Narratives. Presented at the Popular Culture Association Conference, Indianapolis, IN.
- Yan, Y., Long, P., Vickers, J., & Birkhead, H. (2015, August). Power Women: Exploring the Effects of Political Women on Television. Presented at the Association for Education in Journalism and Mass Communication.

Upcoming

- Long, P. (2018, June). From Scandal to Primetime Drama - What effect did 2016 presidential debate have on the voter clarity? To be presented at the International Association for Media and Communication Research, University of Oregon, Eugene, OR.

Scholarship and Awards

Scholar-In-Residence

Ithaca College

2017-2018

Institute for Public Relations Top Three Papers of Practical Significance Award & The Arthur W. Page Center Benchmarking Award

19th International Public Relations Research Conference 2016

Graduate Awardee for Philosophy

University of the West Indies

2010-2012

Associations and Affiliations

America Association of Political Consultants

American Political Science Association

Association for Education in Journalism and Mass Communication

International Association of Business Communicators

National Communication Association

National Capital-Area Political Science Association

Mid-Atlantic Popular & American Culture Association

Popular Culture Association/American Culture Association

Public Relations Society of America

Society for the Advancement of American Philosophy

Institutional Service

Syracuse University Advisory Council to the Vice Chancellor and Provost on Internationalization

2016 – current

On this council I provided perspectives from the graduate student lens to ensure the inclusion of our experiences in the proposed strategy and plan to enhance the international cooperation and appeal of the University.

Syracuse University Council to the Chancellor and President on Diversity and Inclusion.

2016 – 2017

On this council I provided perspectives from the graduate student lens to ensure the inclusion of our experiences in the proposed strategy and plan to enhance the diversity and inclusion practices, and develop a more cohesive structure for a proactive platform at the University.

Syracuse University Middle States Commission on Higher Education Review Team – Compliance Review

2016 – 2017

As a member of this review team, I focused on the question of inclusion of graduate students in reviewing our self-study. I also worked on the compilation of degree programs, and the effective communication of their requirements.

Delegation on Federal Legislative Advocacy for Syracuse University Graduate Student Organization

2015 – 2017

As a member of this delegation, I met with various members of congress to discuss legislation and policy that affected graduate students.

International Students Services Advisory Board 2014-2017

As a member of this advisory board, I supported the initiatives of the international students services office, and worked to enhance collaborative efforts across the campus to ensure the success of its initiatives.

VP - External Affairs – Graduate Student Organization 2016-2017

As a member of the executive body of the Graduate Student Organization, I worked with the Graduate Programs Office and the Graduate School to develop campus-wide events and programming for graduate students. This included the Annual Picnic, legislative education, policy forums, among other activities.

Senator-At-Large –Graduate Students Organization 2015-2016

As a member of the Graduate Student Organization, I represent the larger graduate student body concerns, as one of four-elected representative.

University Senator – Diversity Committee 2012-2015

An elected member to represent the Graduate Student Body in the University Senator. I work on the diversity committee that seeks to interrogate the issues of the diversity within the university community.

Graduate Senator –Graduate Students Organization 2012-2015

As a member of the Graduate Student Organization, I represent students with disabilities, the international student body, students of color as well as the female graduate student body. Co-chair for the Research and Travel Grants Committee.

Graduate Student Representative 2009 – 2012

Coordinate the graduate research initiative, research seminars and evaluation of work; Liaison for the department and faculty on graduate student issues.

UWI Philosophy Day, Project Coordinator 2010

Developed and executed an awareness campaign focused on culture and philosophy to commemorate the World Philosophy Day initiated by UNESCO.

CARIMAC-IABC, Project Coordinator 2008

I was the project coordinator for the re-launch of the Caribbean Institute of Media and Communication (CARIMAC) student chapter of the International Association of Business Communicators (IABC). The organization was to facilitate the development of communication students, in an effort to provide students with an opportunity to work with practicing professionals.

Beyond Gutenberg, Event Coordinator and Presenter 2007

CARIMAC's Multimedia Class of 2007 final multimedia production showcase, Beyond Gutenberg, was developed to promote the skills of the graduating class. As a result, the final project of each graduating class is now an annual event, for displaying portfolios to the media market.

The UWI Mona Film Project, Co-Project Coordinator 2006 – 2007

A Communication Analysis and Planning Project (CAP) developed to promote Caribbean films and production at the UWI. This was a graded project for my final year of study with the CARIMAC.

Professional Service (present)

**Susanne A. Roschwalb Grant for International Study And Research
Committee of the AEJMC Public Relations Division**

2015 – Present

**Popular Culture Association/American Culture Association, Graduate
Students and Pre-Professional Advisor & Board Member**

2015 - Present

Professional Service (past)

**National Association of Graduate-Professional Student,
Conference Director, 2017**

Organized and managed the 2017 National Conference for NAGPS. This included an academic preconference on methodology, and two-day main conference of advocacy, organizing, and development for graduate student leaders. Along with business meetings, and dinner and award ceremony.

**National Association of Graduate-Professional Student,
North-East Regional Vice Chair, 2014**

Assisted in the regional organization, outreach and maintenance of membership institutions. Substituted for vacant technical positions of communications, employment, social justice and legal concerns were necessary.

Campaign for Sexual Advocacy

Organizer 2014

Research and proposal development for change in dealing with sexual advocacy at Syracuse University.

Confronting Racism Organizing Committee

Organizer 2013

Aided in the development of this activism movement, at Binghamton University in New York.

Women's Resource Center,

Organizer 2007

Assisted in program development for the elderly community.

Projects

TAE-AV

Business Development Manager / 2011-2014

Co-founder in this supporting multimedia organization that utilizes new-media technology in its development. Services included social media live-feed, virtual studio, and live streaming.

Independent Voyces Literary Fair,

Organizer / 2010 & 2011

Part of the organizing team that launched this literary fair in Jamaica; Developed and managed the Kids Corner, which included reading, and storytelling session, drumming and arts activities. The fair is aimed at promoting the development of independent authors within the island.

Portmore Health & Wellness Fair

Organizer and Event Coordinator / 2010

Coordinated free clinics, exposition, and seminar focused on health and wellness in the city of Portmore, Jamaica. Also worked on graphics for the event.

St. Andrew High School 85th Anniversary

Organizing Committee Member / 2010

Worked on public relations and event planning for a series of events that celebrated the 85th Anniversary.

UWI Philosophy Day,

Project Coordinator / 2010

Developed and executed an awareness campaign focused on culture and philosophy to commemorate the World Philosophy Day initiated by UNESCO.

Philosophical Circle

Event Planner and Project Coordinator / 2009

Developed an awareness campaign to raise the profile of the philosophy discipline at the University of the West Indies, and the wider community. This campaign would respond to criticism from the public regarding the relevance and importance of philosophy as a subject.

hostJamaica

Branding & Business Development / 2009

Worked on repackaging and developing new concepts to get more Jamaican businesses online. Developed branding and identity for the company.

Kaysha Franklin

Brand Development / 2009

Worked on logo and design a full business package for Kaysha Franklin's law firm. I coordinated the development of stationary and launch of company's brand.

Crusade

Event Coordinator / 2008

Facilitated a week long spiritual crusade at the Portmore Gospel Chapel. This included day and night event, that we recorded and broadcasted. Worked on promotions and graphics.

Book Drive,

Project Coordinator / 2008

Facilitated the recycling of books within the community. Books that were not redistributed were donated to the building of a church library in a bid to revive a culture of reading amongst its members.

CARIMAC-IABC,

Project Coordinator / 2008

I was the project coordinator for the re-launch of the Caribbean Institute of Media and Communication (CARIMAC) student chapter of the International Association of Business Communicators (IABC). The organization was to facilitate the development of communication students, in an effort to provide students with an opportunity to work with practicing professionals.

Beyond Gutenberg,

Event Coordinator and Presenter / 2007

CARIMAC's Multimedia Class of 2007 final multimedia production showcase, Beyond Gutenberg, was developed to promote the skills of the graduating class. As a result, the final project of each graduating class is now an annual event, for showcasing portfolios to the media market.

The UWI Mona Film Project,

Co-Project Coordinator / 2006 – 2007

A Communication Analysis and Planning Project (CAP) developed to promote Caribbean films and production at the UWI. This was a graded project for my final year of study with the CARIMAC.

Women's Resource Center,

Organizer / 2007

Assisted in program development for the elderly community.

Work Experience

Syracuse University. Syracuse, NY, USA

Instructor / Nov. 2015 – Aug. 2017

Facilitated the learning of diversity courses "Women in News" , a general communication elective, and "The Ethics of Advocacy", a mandatory Public Relations course.

Syracuse University. Syracuse, NY, USA

Research Assistant / June. 2015 – Aug. 2017

Worked with various professors on different research projects.

Syracuse University. Syracuse, NY, USA

VP External Affairs – Graduate Student Organization / June. 2016 – May. 2017

Work with the graduate school office, and graduate programming department, to develop, organize and host activities and campus-wide events for graduate students.

National Association of Graduate-Professional Students

Director of Communications, CCO / Sept. 2014 – Dec. 2015

Internal and external communication development, brand image and business to business marketing.

Syracuse University. Syracuse, NY, USA

Teaching Assistant / August 2012 – May 2014

Assisted with the teaching of "Introduction to African American Studies" in Fall 2012 and 2013, and "Creative Writing Workshop" in Spring 2013.

Department of Language, Linguistics and Philosophy, UWI, Mona Campus, Jamaica

Assistant Lecturer / Jan - May 2012

Designated Lecturer for "History of Ancient Philosophy"; Designed and executed course.

Department of Language, Linguistics and Philosophy, UWI, Mona Campus, Jamaica

Tutor / Jan 2009 - May 2012

Course tutor and assisted lecturing for the following courses: "Ethics and Applied Ethics", "Introduction to Philosophy", "History of Ancient Philosophy", "Philosophy of Religion", "Recent Philosophy I & II", "Philosophy of Sex and Love".

St. Andrew High School for Girls, St. Andrew, Jamaica

Teacher / Sept. 2010 – June 2011

Taught and prepared students for Caribbean Advance Proficiency Examinations (CAPE) in the subject area of Communication Studies.

CARIMAC.com, University of the West Indies, Mona Campus, Jamaica

Project Officer / Feb – Aug 2009

Product and Production Development projects; Coordinating, Managing and Marketing of CARIMAC Summer School 2009.

All Media Services Ltd. Kingston, Jamaica

Apprentice / June – Oct. 2007

Production Assistant, writer and archivist for economical segment "The Business Day" and newsworthy program "On a Personal Note".

GH Associates. Kingston, Jamaica

Assistant Research Editor / Dec. 2006 – Jan. 2007

Researched and compiled data for "The Official ICC Cricket World Cup Visitor's Guide to the West Indies".

Quantum International Communications. New Kingston, Jamaica

Production Artist / April – Sept. 2006

Assisted production for Print, Radio and Television Advertising Campaigns, Graphic Design, Creative Development, and Production Management.

Instructions Support System. UWI, Mona Campus, Jamaica

Team Leader / May – Aug. 2005

Created, directed, and managed the production of a promotional video for the University of the West Indies. Designed and drafted an "E-Learning" Advertising and Marketing Campaign.

UWI Student's Gym. University of the West Indies, Mona Campus, Jamaica

Gym and Aerobics Instructor / 2004 – 2006

Assisted in client physical development. Designed gym flyers and posters as needed. Developed a database system to control entry and maintain record keeping of student activities and work-out programs. Coordinated work scheduling and time management of employees.

Hot Off the Press. Kingston, Jamaica

Customer Service Representative / 2003 – 2005

Assisted clients with print, and copy jobs and graphic design.

Jamaica Public Service Co. Ltd.. Spanish Town Road, Jamaica

System Analyst and Junior Engineer / Summer 2003

Studies and implemented new software to aid in increasing response time and productivity of the repair and maintenance department. Aided in the transformation of manual to automated system. Reviewed and reported practicing system for review.

St. Andrew High School for girls, St. Andrew, Jamaica

Swimming Instructor / Summer 2001

Taught swimming to children ages 3 – 15 years. Officiated swim meets.

St. Andrew High School for girls, St. Andrew, Jamaica

Book Room Assistant / 1997 - 2000

Handled stock taking and inventory of books before and after distribution to students. Stacking books, and handled the collection and distribution process of text throughout the academic year.

Winwear Fashion. Kingston, Jamaica

Front-of-Office & Seamstress / 1998

Answered and referred inquiries, welcomed visitors. Handled appointment books and stock taking. Assisted with garment construction for orders.