

## Curriculum Vitae

# Philip Ryan Johnson

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### CONTACT

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### EDUCATION

M.S. (media studies), S.I. Newhouse School of Public Communications, Syracuse University, 2008. Thesis: *"Recommending" in online contexts: Second-hand gatekeeping and information use.*

B.S. (public relations), S.I. Newhouse School of Public Communications, Syracuse University, 2004.

### AFFILIATIONS & HONORS

Public Relations Student Society of America

Golden Key International Honour Society

Syracuse University LGBT Ally Development Facilitator

*The Out Crowd* magazine, founding member

Phi Eta Sigma honor society

Syracuse University Chancellor Scholar

National Honor Society

Central New York Multinational Liaison Club

BUNAC work abroad program, London

Syracuse University London Program

### **RESEARCH INTERESTS**

New media and internet communication technologies

Social networking sites and online collaboration

Public relations theory

Interpersonal communication

Gatekeeping theory and online news

Media ethics and diversity

### **TEACHING INTERESTS**

Public relations and new media

Internet communication technologies

Diversity

## RESEARCH EXPERIENCE

2007 — : *Research Assistant to the John Ben Snow Professor, Pamela J. Shoemaker, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY.* Writing, research, and technical duties as junior research assistant. Provide knowledge and resources needed to conduct online news research. Designed automated online content retrieval system for data collection. Current research includes a content analysis of online news investigating personal relevance as a predictor of news content, and a BIOPAC experiment investigating physiological reactions to online video reports of the October 2007 California wildfires.

2007 — : *Research Assistant to Dr. Brenda Wrigley, APA, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, NY.* Writing and research duties. Assisted with research proposal for the Public Relations Society of America. Helped conduct focus group research at the 2007 PRSA National Convention in Philadelphia, PA. Ongoing research includes an investigation of diversity issues in the workplace among lesbian, gay, bisexual, and transgendered public relations professionals.

## RESEARCH SKILLS

*Quantitative:* Content analysis, survey research, Q-Methodology, bivariate and multivariate analysis.

*Qualitative:* Textual analysis, focus groups, interviewing, case studies, situation analysis, user-based approaches, grounded theory.

*Theory:* Gatekeeping, agenda-setting, situational, uses and gratifications, information seeking and use, interpersonal, queer theory.

## CONFERENCE PRESENTATIONS

Johnson, P. R. (2007, November). *Defining a gay Logo with Coming Out Stories: Containing queer identities with reality television.* Paper presented at the Regional Lesbian, Gay, Bisexual, Transgender (LGBT) Queer Studies Conference, Syracuse, NY.

## CONFERENCE SUBMISSIONS

Johnson, P. R., & Liebman, J. E. (2007). *Blogs and agenda-setting in the 2006 Pennsylvania senate race*. Paper submitted to the International Communication Association, April 2008, Montreal.

Wrigley, B. & Johnson, P. R. (2007). *“Out” clout or quiet confidence? A snapshot of issues and concerns facing LGBT public relations practitioners in the Public Relations Society of America*. Paper submitted to the International Communication Association, April 2008, Montreal.

## PROJECTS UNDERWAY

Johnson, P. R., & Yang, S. (2007). *Deviance, social significance, and popularity of news items on Digg: Toward a definition of newsworthiness for social news sites*. This study investigated the relationship between deviance and social significance on the popularity of news items on *Digg.com* using content analysis procedures. Submitting final manuscript to the AEJMC 2008 Convention in Chicago, IL.

Johnson, P. R. (2007). *Passing the tipping point: A case study of the MRSA “superbug” using the threshold model of agenda-setting*. This case study investigated the dramatic shift of MRSA from a public condition to a public problem in October 2007. The threshold model of agenda-setting was used in conjunction with media framing and the notion of policy windows as a theoretical lens. Submitting final manuscript to the AEJMC 2008 Convention in Chicago, IL.

Nilan, M., Rothwell, S., Johnson, P. R., & Schackman, D. (2007). *“Representing.”* This user-based study investigated how people represent and explain things to each other. An action-by-cognition matrix was used to construct an interview questionnaire. Data collection is complete and a codebook is being created for analysis.

Johnson, P. R. (2007). *Don Imus: A case study of ethics and the court of public opinion*. This case study investigated the downfall of Don Imus in the Spring of 2007 using public relations ethics and diversity as a theoretical lens. Editing final manuscript for submission to the AEJMC 2008 Convention in Chicago, IL.

Johnson, P. R., O’Brien, M., & Storm, J. (2007). *Time and space as predictors of news*. This theoretical paper introduces time and space as a predictor of newsworthiness, with several hypotheses and suggestions for future research. Editing final manuscript.

## PROFESSIONAL EXPERIENCE

Nov. 2005 – Dec. 2006: *Director of Marketing and Interactive Communications, CNY Multinational Liaison Club, Syracuse, NY.* Designed logo, brochures, marketing materials and web site. Responsible for marketing and public relations plans to drive paid membership (from 0 to over 50), raise community awareness, and attract sponsorship. Assisted with managing and planning monthly events.

Feb. 2005 – July 2005: *Personal Assistant, Practice Manager Trainee, Vance Harris Solicitors, London.* Improved internal communication strategies between remote offices and among telecommuting employees. Overhauled analogue dictation system to digital format with email integration and trained staff. Implemented system updates including company intranet, software, electronic document scanning and archiving. Managed client database, office diaries, files, and logs. Executed searches and drafted letters.

Summer 2004: *Contract Legal Assistant, Verizon Communications, Washington & New York.* Managed *nMatrix* database of 250 thousand trial documents for *Verizon vs. Yellowbook* (2004). Oversaw logistics of trial site and setup; computers, printers, and network. Provided administrative and IT support to upper management and legal counsel. Provided training for legal counsel on *nMatrix* database system.

Spring 2004: *Student Account Intern, New York Parks & Conservation Association, Syracuse, NY.* Team designed 100-page public relations campaign for annual Cycling the Erie Canal bicycle tour and collaboratively presented campaign to client. Campaign included in-depth analysis of organization's business problems and opportunities, supported with primary and secondary research and strategic plan.

Autumn 2003: *Account Intern, Blurb PR, London.* Built relationships with national media to gain interview spots and reviews of clients' musical and artistic works. Implemented solutions to tackle internal communications issues to reduce time-wasting and increase efficiency. Designed advertisement for placement in *Music Week*.

Autumn 2003: *Student Account Intern, The Children's Art Foundation, London.* Helped plan and implement a zero-budget campaign for the charity's launch. Built relationships with art institutions and artists (Crayola, Victoria & Albert Museum, Tate museums). Achieved team's sponsorship goals and over and above the donation level.

Nov. 2001 – May 2002: *Promotions Director and Business Partner, Phato USA, Syracuse, NY.* Developed business plan for Syracuse Electronic Music Festival. Allocated \$40,000 budget for promotional and production activities. Supervised

promotion and production staff. Used grassroots and internet PR strategies to increase awareness in all of Northeastern U.S. Received front page coverage in Syracuse University's *Daily Orange*. Wrote script for radio advertisement on Z89.1 FM.

## CONSULTING EXPERIENCE

Dec. 2005 – : *Lakeland Winery, Syracuse, NY*. Develop communication strategies, adapting to business growth and change. Planned, designed, and maintain company web site ([lakelandwinery.com](http://lakelandwinery.com)). Provide IT support, video editing and photography services.

July 2006 – : *Dale Pierce Fine Art Photography, Syracuse, NY*. Planned, designed, and maintain web site, [dpfineartphoto.com](http://dpfineartphoto.com).

Nov. 2005 – : *CNY Multinational Liaison Club, Syracuse, NY*. IT consultant for web site, [cnymlc.org](http://cnymlc.org).

Oct. 2002 – Feb. 2003: *Ambrosia Lounge, Syracuse, NY*. Implemented grassroots marketing campaign to build image and reputation, created strategies for event promotions. Worked on strategy and built relationships with media and student organizations to target and increase key publics' awareness of brand and image. Researched regional music artists and presented recommendations.

## OTHER SKILLS

Blogging, Web 2.0, public relations campaign research and planning, innovative technologies and business application, internal communications.

SPSS, Excel, Word, graphic and web design, xhtml/css, PHP/SQL, systems design, desktop publishing, QuarkXPress, Dreamweaver, Freehand, Fireworks, Flash, Illustrator, Photoshop.