

PATRICK D. HADLEY
Associate Professor
Department of Mass Communications
University of West Georgia

Education

Ph.D., Communication, 1992-1997
The Ohio State University, Columbus, OH
Dissertation: *Monetary Forms as Communication Processes: Black Virtual Communities and Affinity Credit Card Programs*

J.D., Law, 1985-1988
UCLA School of Law, Los Angeles, CA

B.S., Industrial Engineering, 1983-1985
Northwestern University, Evanston, IL

Systems Engineering, 1981-1983
Case Western Reserve University, Cleveland, OH

Teaching Appointments

Associate Professor, August 2014 – present
Assistant Professor, August 2008 – July 2014
Department of Mass Communications
University of West Georgia, Carrollton, GA

Assistant Professor, August 1999 – June 2002
Department of Communication
Florida State University, Tallahassee, FL

Assistant Director, Telecommunication in Europe Overseas Study Program, July 1999
Department of Telecommunication
Michigan State University Partner Institutions (Paris, London, Geneva, Brussels, Bonn)

Visiting Assistant Professor, August 1997 – June 1999
Michigan State University
Department of Telecommunication, East Lansing, MI

Graduate Teaching Associate, September 1994 – June 1996
Department of Communication
Ohio State University, Columbus, OH

Courses Taught

University of West Georgia

- Digital Social Media & Society
- Diversity and Mass Media
- Introduction to Mass Communication
- Mass Communication Research Methods
- Media Law
- Media Marketing Campaigns (Special Topics)
- Telecommunication and Electronic Media Industries

Florida State University

- Communication Regulation and Policy
- Elements of Broadcasting
- Media Legalities (face-to-face and Web-based versions)
- New Communication Technology: Theory and Research
- New Communication Technology and Contemporary Society

Michigan State University

- Introduction to Media and Communication Technology
- Comparative and International Telecommunication
- Information and Communication Technology Management
- Media and Communication Policy

Ohio State University

- Telecommunication and Electronic Media: Theories and Policies
- Capstone Course: Social Implications of Database Marketing Networks

Professional Experience

Senior Health Information Privacy Outreach Specialist, Office for Civil Rights, U.S. Department of Health and Human Services, Washington, D.C., 2005 – 2007

Drafted outreach materials and coordinated replies to public and governmental inquiries regarding OCR's health information privacy activities. Delivered HIPAA Privacy Rule presentations for various audiences. Received and coordinated responses to over 150 media inquiries about Privacy Rule. Prepared speeches for OCR Director on health disparities and health information privacy issues

HIPAA Privacy Officer, Office of HIPAA Compliance, Indiana State Department of Health, Indianapolis, IN, 2003 – 2005.

Directed state health department efforts to comply with HIPAA Privacy Rule. Developed and delivered privacy training sessions for all agency workforce members.

Graduate Administrative Associate, Graduate School, Ohio State University, 1996 – 1997.

Evaluated and supported diversity programs in the Graduate School for the Associate Dean for Minority Programs. Coordinated the OSU campus chapter of the Student Achievement in Research and Scholarship (STARS) program, a statewide enrichment initiative designed to prepare academically talented minority undergraduates for graduate school and careers in academia. Revamped the STARS program to incorporate a formalized student research component.

Assistant Vice President/Telecommunications Counsel, Citibank Legal Affairs Office, New York, NY, 1990- 1992.

Provided in-house legal and regulatory counsel on federal and state telecommunication issues for Citibank and Citicorp business units.

Attorney/Adviser, Federal Communications Commission, Common Carrier Bureau, Policy and Program Planning Division, Washington, D.C., 1988 - 1990.

Performed legal and policy review of proposals requesting modification of Commission regulations, petitions for declaratory rulings, and policy statements.

Research Interests

Content Marketing/Brand Journalism and Role of Audiences

Issues Teaching Statistics to Mass Communications Students

Implications of Student-Generated Screencasts and Animations in Media Law Courses

Publications

Gant, C. & Hadley, P. (2014). Microblogging for class: An Analysis of Affective, Cognitive, Personal Integrative, and Social Integrative Gratifications. *Journalism & Mass Communication Educator*, 69(1), 17-32. <http://dx.doi.org/10.1177/1077695813513768>

Moon, S. & Hadley, P. (2014). Routinizing a New Technology in the Newsroom: Twitter as a News Source in Mainstream Media. *Journal of Broadcasting & Electronic Media*, 58(2), 289-305. <http://dx.doi.org/10.1080/08838151.2014.906435>

Hadley, P. & Samarajiva, R. (1997). Regulation of on-line content in the new trade environment: NAFTA and communication policy. *The Communication Review*, 2(2), 207-233. <http://dx.doi.org/10.1080/10714429709368557>

Refereed Conference Papers

Moon, S., & Hadley, P. (2012, August). *Routinizing a new technology in the newsroom: Twitter as a news source in mainstream media*. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication. Chicago, IL.

Gant, C., & Hadley, P. (2012, June). *Uses & Gratifications of Asynchronous Microblogging via Blackboard*. Paper presented at the DLA2012 Distance Learning Conference. Jekyll Island, GA.

Hadley, P. (2011, August). *Masculinities and Challenges for Men's Health Marketing: A Content Analysis of Public Service Advertisements Promoting Preventive Medical Tests*. Poster session at National Conference on Health Communication, Marketing and Media. Atlanta, GA.

Hadley, P. (2010, April). *Constructions of Masculinity and Promotion of Preventive Medical Tests in Public Service Advertising Campaigns*. Paper presented at the 11th biennial Kentucky Conference on Health Communication. Lexington, KY.

Hadley, P. (1999, May). *Dollar signs: The relevance of money as an object for communication study*. Paper presented at the 49th Annual Conference of the International Communication Association, San Francisco, CA.

Hadley, P. & Samarajiva, R. (1996, May). *Regulation of on-line content in the new trade environment: NAFTA and communication policy*. Paper presented at the 46th Annual Conference of the International Communication Association, Chicago, IL.

Panel Presentations

Hadley, P. (2017, June). *Market your online course with targeted lead magnets*. Distance Learning Administration Conference 2017, Jekyll Island, GA.

Hadley, P. (2014, November). *WordPress.org for Student ePortfolios: Lessons from Pilot Project in Online Course*. Southeast Regional Conference for Association for Authentic, Experiential, Evidence-based Learning (AAEEBL), Athens, GA.

Hadley, P. (2014, April). *Reputation management and defamation issues for tutors: How to monitor and respond to negative online publicity*. 21st Annual National Tutoring Association (NTA) Conference, Tampa, FL.

Hadley, P. & McDowell, S. (2001, November). *Telecommunications Governance, Border Communities, and the Digital Divide*. Paper presented at the IAMCR/ICA Symposium on the Digital Divide, University of Texas at Austin.

Hadley, P. & McDowell, S. (2000, September). *Community-Centered Initiatives Addressing the Digital Divide: Challenges to Traditional Telecommunications Policy and Governance*. Paper presented at the 28th Annual Telecommunications Policy Research Conference, Arlington, VA.

Invited Presentations/Panel Participation

Engaging with the Scholarship of Others. Presented to UWG Honors XIDS 2002 Class. Carrollton, GA. (September 2019)

Student-centered content to promote understanding of complex concepts. Presented at 6th Annual UWG Innovations in Pedagogy Conference, Carrollton, GA. (May 2019)

UWG Career Services Fall Employer “Explore West” event (Faculty Panelist). Carrollton, GA. (November 2018)

Lead Magnets: How Online Programs Can Engage Better with Prospective Students. Presented as part of UWG COSS Lecture Series Carrollton, GA. (September 2017)

Grants and Awards

COSS Course Redesign Summer Faculty Initiative (Award: \$5,000), Summer 2019.

Outstanding Service Award, College of Social Sciences, University of West Georgia, Spring 2016.

Nomination for University Teaching Award, Florida State University, 2002

Selection for Phi Kappa Phi, 1997

Top Paper Award, Communication and Technology Division, International Communication Association, 1996

Professional Development Workshops

August 2019

AEJMC Preconference Workshop: Got Big Data?: Computational Methods in Research, the Classroom, and Ethical Storytelling. Toronto, Ontario (Canada)

August 2019

AEJMC Preconference Workshop: Best Practices for Mass Communication Internship Programs. Toronto, ON (Canada)

February 2016

Traffic & Conversion Summit (hosted by Digital Marketer LLC). San Diego, CA

February 2016

Content Marketing Specialist - Live Certification Post-Conference Workshop (conducted by Digital Marketer LLC). San Diego, CA

January - February 2015

Council for Adult and Experiential Learning (CAEL) / DePaul University Online Prior Learning Assessment Certification - Workshop I.

December 2014

Quality Matters Training Online Course: Applying the Quality Matters Rubric

November – December 2014

Quality Matters Training Online Course: Designing Your Online Course

Professional Memberships

Member, 2012 - present

Association for Education in Journalism and Mass Communication

Member, 2008 – 2014
National Communication Association

Member, 1996 – 2002
International Communication Association

Committee Service (University)

University-Level

Member, 2015 – present
Honorary Degrees and Commencement Speakers Committee

Member, 2014 – 2018
Academic Policies Committee

Member, Fall 2016
Committee to develop UWG-related Social Media Guidelines

Member of Pool of Eligible Faculty, 2011 – 2015
President's Faculty Review Committee on Disciplinary Appeals

Representative for COSS, Summer 2012
Complete College Georgia – UWG Commission

College-Level

Member, 2015 – 2018
Faculty Council (COSS)

Member, 2015 – 2016
Tenure & Promotion Committee (COSS)

Member, 2014 – present
Adult Learning/Prior Learning Assessment Committee (COSS)

Department-Level

Chair, 2018, 2019
Media Day Networking Subcommittee

Chair, 2018, 2019
Search Committee for Assistant Professor of Digital Media & Telecommunication

Chair, 2013
Search Committee for Assistant Professor in Public Relations

Chair, 2012

Search Committee for Multiple Positions in Mass Communications

Chair, 2011- 2012

Search Committee for Lecturer in Convergence Journalism

Member, 2015

Search Committee for Assistant Professor in Public Relations

Member, 2009 – present

Curriculum Advisory Committee

Member, 2014 – present

Promotion & Tenure Advisory Committee

Member, 2011 – present

Scholarship Selection Committee

Co-Chair, 2009- 2010

Experiential Learning Committee (updated internship guidelines, documents, and procedures)

Service to the Field

Refereed Paper Reviewer, 2014

Communication and Technology Division

Association for Education in Journalism and Mass Communication (AEJMC)

Community Service

Board Vice-President, Tallahassee Community TeleVision, Inc. (TCTV), 2001 – 2002.

Provided administrative and media policy guidance to citizen-based nonprofit organization advocating for activation of a cable public access channel in Tallahassee. Delivered TCTV's statement supporting public access cable television before the Tallahassee City Commission, a public meeting carried on the city's governmental cable access channel.

Subject Matter Expert, eAccess and Awareness Subcommittee, Florida Information Service Technology Development (itFlorida) Task Force, 1999 – 2001.

Provided research support for subcommittee of state task force studying "digital divide" issues and examining access to the Internet and community technology centers in Florida. Interviewed staff and students at community technology centers across the state to identify organizational development strategies and challenges for centers offering education, job training, health care data, and other public information. Proposed policies to state officials to promote awareness of and access to information technologies among underserved populations in Florida.

Advising/Mentorship

Advisor/Mentor for Majors, 2009 – present
Department of Mass Communications

Volunteer for Preview Days, 2010 – present
Department of Mass Communications