

**Jessica M. Prody**

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## APPOINTMENTS

**Faculty Coordinator**, Sustainability Program, St. Lawrence University,  
2017-Present.

**Department Chair and Associate Professor**, Performance and Communication  
Arts Department, St. Lawrence University, 2017-Present.

**Assistant Professor**, Performance and Communication Arts Department, St.  
Lawrence University, 2012-2017.

**Andrew W. Mellon Postdoctoral Fellow in Writing and Rhetoric**, Writing &  
Rhetoric Department, Colgate University, 2011-2012

**Adjunct Teaching Faculty**, Communication Studies Department, Century College,  
2009-2011

**Instructor, Teaching Assistant**, Department of Communication Studies,  
University of Minnesota, 2005-2011

## DEGREES

**Ph. D.**, University of Minnesota, Minneapolis, MN, June 2011

- Department of Communication Studies
- Dissertation: *Redefining Citizenship: Lessons from Environmental Theory, Practice, and Rhetoric*
- Advisor: Dr. Daniel Philippon
- Committee: Dr. Kirt Wilson, Dr. Karlyn Kohrs Campbell, Dr. Edward Schiappa

**M.A.**, University of Minnesota, Minneapolis, MN, June 2007

- Department of Communication Studies
- Thesis: *Rhetoric of the Suffragists' Second Generation: Discourse, Identity, and Collective Practice*
- Advisor: Dr. Kirt Wilson

**B.A., summa cum laude**, Gustavus Adolphus College, St. Peter, MN, 2005

- Major: Communication Studies with Honors

## RESEARCH

### Journal Articles in Print

2016 Prody, J. Combatting Greenwashing Through Public Critique.  
*Communication Teacher*, 30(2): 94-99 (Peer Reviewed).

- 2015 Prody, J. Protesting War and Hegemonic Masculinity in Music Videos: Audioslave's "Doesn't Remind Me." *Women's Studies in Communication*, 38(4): 440-461 (Peer Reviewed).
- 2013 Prody, J. A Call for Polycultural Arguments: Critiquing the Monoculture Rhetoric of the Local Food Movement. *Argumentation and Advocacy*. 50(2): 104-119. [Expanded version of "Constituting Inclusivity" book chapter listed below] (Peer Reviewed).

### Book Chapters in Print

- 2017 Prody J. "Pedagogy as Environmental Communication: The Rhetorical Situations of the Classroom." In *Environmental Communication Pedagogy and Practice*. Eds. Tema Milstein, Mairi Pileggi, & Eric Morgan. Routledge: 24-35.
- 2015 Prody, J. "Tracing the 'Back to the Land' Trope: Self-Sufficiency, Counterculture, and Community." In *The Political Language of Food*. Ed. Dr. Samuel Boerboom, Lexington: 1-26. (Lead Chapter, Invited).
- 2014 Prody, J. and Inabinet, B. Sustainable Advocacy: Speaking for and Before an Intergenerational Audience." In *Voices and Environmental Communication*, Eds. Dr. Jennifer Peeples and Dr. Stephen Depoe, Palgrave: 88-109. (Peer Reviewed).
- 2014 Prody, J. "Constituting Inclusivity at the Expense of Inclusiveness: The Economic Realities of Local Food." *Disturbing Arguments: Selected Papers Volume of the 2013 Alta Conference*, Ed. Catherine Palcewski, 298-303. (Peer Reviewed, Conference Proceedings)

### Digital Scholarship

- 2017 Prody, J. "Why Alternative Twitter Accounts Matter." *CitizenCritics.org*. <http://citizencritics.org/2017/02/why-alternative-twitter-accounts-matter/>

### Book Reviews in Print

- 2014 Prody, J. Rhetorical Citizenship and Public Participation (Invited Book Review). *Rhetoric & Public Affairs*, 17(2): 355-358.

### Professional Work

- *Communication Consultant*. Tedra Cobb for Congress. 2017-Present.
- *Communications Consultant*, Nature Up North, Guide students in determining what type of media best fits each story and advise on rhetorical strategies for making content appeal to a broad North Country audience, December 2015-Present.

### Work In Progress:

- Climate Action Stories [Oral History Archive]

### Grants Awarded

- 2016 Malcomb, J., Barthelmess, E., Lee, C., **Prody, J.**, & Sturges, M. “Nature Up North Digital Media Internship Extension.” *Crossing Boundaries Mellon Grant*. St. Lawrence University. (Large Grant)
- 2015 **Prody, J.** (Lead Author) & McLane, D. “A Digital Oral History of Climate Change Activism.” *Crossing Boundaries Mellon Grant*. St. Lawrence University. (Large Grant)
- 2015 **Prody, J.** (Lead Author), Ashpole, S., & McLane, D. “Networking for the Environment: Creating More Connected Environmental Pedagogy.” *Crossing Boundaries Mellon Grant*. St. Lawrence University. (Small Grant)
- 2015 Malcomb, J., Barthelmess, E., Hussman, M., & **Prody, J.** “Nature Up North Media Internship Program.” *Crossing Boundaries Mellon Grant*. St. Lawrence University. (Large Grant)
- 2014 **Prody, J.** (Lead Author), Barthelmess, E., & Fox, A. “How Science Communicates: An Interdisciplinary Project.” *Crossing Boundaries Mellon Grant*. St. Lawrence University. (Small Grant)

### **Research Funding Awards**

- 2016 William B. Bradbury Junior Faculty Award: Travel for informational interviews with climate change activists in Texas, New York City, and Washington D.C.
- 2015 Faculty Research Fellowship Award: Purchase of Local Food and Climate Change Research Literature

### **Invited Lectures**

- “Quit Deliberating?: Environmental and Post-Cosmopolitan Citizenship.” Invited Lecture at Furman University, May 24, 2016.
- “We need Bodies, we need Creativity, we need Spirit”: Climate Change Activism.” Can the World Unite on Climate Change?: A Panel discussion from Across Campus. St. Lawrence University, November 30, 2015.
- “The ‘Back to the Land’ Evolution: Self-Sufficiency, Counter-Culture, and Community.” Faculty Café. St. Lawrence University, March 6, 2015.
- “Is Now the Time for Environmental Citizenship?” Invited Lecture at Furman University, November 4, 2011.

### **Peer-Reviewed Conference Presentations During St. Lawrence University Employment**

- “Nature Up North’s Digital Media Internship: Building Local Environmental Connection with a Virtual Nature Center.” Presented at the Conference on Communication and the Environment, July 3, 2017.
- “Sustainable Advocacy: Speech Beyond Environmentalism.” Presented at the Rhetoric Society of America Conference, May 29, 2016.
- “350.org and the Rhetoric of Post-Cosmopolitan Citizenship.” Presented

- at the Rhetoric Society of America Conference, May 29, 2016.
- “Social Movement Networks: Reconsidering Social Movements using Bill McKibben’s *Deep Economy*.” Presented at Central States Communication Association Conference. April 16, 2016.
- “Fuck Shillary: Misogyny Connecting the Left and the Right.” Presented at the Gender, Sex, and Sexuality Conference, April 1, 2016.
- “Tracing the Social Idea of Going ‘Back to the Land.’” Presented at the Conference on Communication and the Environment, June 14, 2015.
- “Sustainable Advocacy: Voice for and Before Intergenerational Audiences.” Presented at the Conference on Communication and the Environment with Brandon Inabinet, June 12, 2015.
- “Control of Protect: Feminizing the Earth Through Security Appeals in Environmental Discourse.” Presented at the National Communication Association Convention, November 22, 2014.
- “Goals of a Rhetoric Curriculum at a Liberal Arts College.” Round Table Participant at the National Communication Association Convention, November 21, 2014.
- “Pedagogy as Environmental Communication: The Rhetorical Situation of the Classroom.” Presented at the National Communication Association Convention Pre-Conference on Environmental Communication Pedagogy, November 19<sup>th</sup>, 2014.
- “Ignoring Human Connections: The Dehumanization of the Academic Job Market,” Presented at National Communication Convention, November 23, 2013. [Panel Organizer, Chair]
- “Building Connections Between Strategic and Critical Communication Pedagogies,” Presented at National Communication Convention, November 23, 2013.
- “Constituting Inclusivity at the Expense of Inclusiveness: The Economic Realities of Local Food,” Presented at the NCA/AFA Alta Conference on Argumentation, August 2, 2013.
- “Perelman and the Intergenerational Audience: A Confluence of the Philosophy of Rhetoric and Environmental Communication,” Presented *in absentia* at Eastern States Communication Association Convention, April 25, 2013.
- “‘Good Health Habits Begin at Home’: Childhood Nutrition, Food Policy, and Partisan Politics,” Presented at Western States Communication Association Convention, February 18, 2013. [Organizer of panel]
- “Feminizing Environmentalism: Monsanto’s ‘The Desolate Year.’” Presented at the National Communication Association Convention, November 15, 2012.

#### **Additional Peer Reviewed Conference Presentations**

- “Reframing Security: Moving Beyond ‘National Security’ to ‘Human Security.’” Presented at the Rhetorical Society of American Conference, May 25, 2012.

- “Questioning Citizenship: Does the Identity of “Citizen” Have Contemporary Relevance.” Presented at the Rhetorical Society of American Conference, May 27, 2012.
- “Reconsidering the Use of Security Appeals in Public Arguments: Rachel Carson’s *Silent Spring*.” Presented at the Rhetorical Theory and Criticism Division Top Paper Panel at Central States Communication Association, March 31, 2012.
- “‘She’s Probably a Peace Nut Too’: Gender in the Campaign to Silence Rachel Carson.” Presented at National Communication Association Conference, November 17, 2011. [Co-organizer of panel, Panel chair]
- “Sustainable Citizenship: Giving Students Voice Through Advocacy Education.” With Brandon Inabinet. Presented at the National Communication Conference, November 17, 2011.
- “A Training Ground for Citizenship: The Role of the Classroom During Global Crisis.” Presented at the National Communication Association Conference, November, 17, 2010.
- “Gendered Security: Bridging Richard Nixon and Rachel Carson’s Calls for a Safer World.” Presented at the National Communication Association Conference, November, 14, 2010. [Co-organizer of panel]
- “Raising Moral Questions Through Science: *Silent Spring*’s Use of Narrative, Time, and Space.” Presented at the Rhetoric Society of America Conference, May 28, 2010.
- “Studying Reorganizations Plans: A Case Study of the Creation of the EPA.” Presented at the National Communication Association Conference, November 13, 2009.
- “Nixon and the War on Environmental Degradation.” Presented at the National Communication Association Conference, November 12, 2009.
- “Women’s Mentoring Relationships and the Future of Communication Studies.” Presented at the National Communication Association Conference, November 13, 2009. [Co-organizer of panel]
- “‘Plant Trees. It’s Good for the Economy, and it’s good for the environment’: Environmental Citizenship of George W. Bush.” Presented at the Conference on Communication and the Environment, June 30, 2009.
- “Ending Violence Against Women: The Importance of Community, Education, and Feminism.” Presented at the National Communication Association Conference, November 22, 2008. [Co-organizer of panel]
- “Remembering the Humanness of War: Negotiating Public Memory of the War on Terror.” Presented at National Communication Association Conference, November 23, 2008.
- “A Rhetorical Approach to Collective Identity: Connecting and Constructing and International Suffrage Community.” Presented at the Rhetoric Society of America Conference, May 24, 2008.
- “Challenging Patriarchy: Martyring Susan B. Anthony and the Emergence of a Suffragists Doctrine.” Presented at the Central States Communication Association Convention, April 11, 2008.

- “Looking at the Local: The Importance of Structure in Social Movement Scholarship.” Presented at the Western States Communication Association Convention, February 19, 2008.
- “Parades, Picketing, and Hunger Strikes: Insurrectional Speech Acts of Suffragist Bodies.” Presented at the National Communication Association Convention, November 16, 2007. [Co-Organizer of panel]
- “Challenging (Hi)stories: Calling the Clan of One-Breasted Women to Resistive Action.” Presented at the National Communication Association Convention, November 16, 2007.
- “Look at What You’ve Done: Challenging the Production of Men of War.” Presented at Central States Communication Association Convention, March 30, 2007.
- “The Balancing Act of Intertextuality: Exploring the Relationship of Text, Context, and Subjectivity.” Presented at the Western States Communication Association Convention, February 20, 2007.
- “A Break From Tradition: The Alternative Rhetoric of Winona LaDuke.” Presented at the National Communication Association Convention, November, 17, 2006.
- “A Position of Agency: The Role of Audience in Aristotelian Rhetoric.” Presented at the National Communication Association Convention, November 16, 2006.
- “Gendering Discourse: Performances of Masculinities in the Television Series *Law & Order: SVU*.” Presented at the Console-ing Passions International Conference, May 27, 2006.

#### Conference Respondent

- Respondent. Directions in Feminist Rhetorics Scholarship. Central States Communication Association Conference, 2018.
- Respondent. Creating Foodways: The Rhetoric of Dining, Community, Culture, and Health. Central States Communication Association Conference, March, 2017.
- “Environmental Anxieties and Cultural Interruptions.” Respondent at the National Communication Association Convention, November 22, 2013.

### TEACHING

#### Fellowships Awarded

2015 Crossing Boundaries Digital Initiatives Faculty Fellowship, Crossing Boundaries Mellon Grant, St. Lawrence University

#### Training & Certification

2016 Intergroup Dialogue Facilitation Training, St. Lawrence University  
 2016 First Year Program Faculty Training, St. Lawrence University

#### Courses Taught

- Analysis of Argument (University of Minnesota)
- Introduction to Public Speaking (St. Lawrence University, Colgate University, University of Minnesota, and Century College)
- Introduction to Communication Studies (St. Lawrence University)
- Interpersonal Communication (Century College)
- Speaking Like a Citizen (First Year Seminar, St. Lawrence University)
- Sustaining Arguments (First Year Program, St. Lawrence University)
- Research Methods in Rhetoric & Communication (St. Lawrence University)
- Communication Ethics (University of Minnesota)
- Environmental Communication (St. Lawrence University)
- Sustainable Communication (Sustainability Program, St. Lawrence University)
- Rhetoric and Citizenship (St. Lawrence University and Colgate University)
- American Public Address (St. Lawrence University and Colgate University)
- Visual Rhetoric (St. Lawrence University)
- Performances of Living (St. Lawrence University)

### Senior Year Experience Advisor

- *Zara Martin, SYE*, Researched the messages in skin whitening advertisements in India, Japan, and Ghana to examine the colonizing messages of the global beauty industry, Spring 2018.
- *Olivia Hess, SYE*, Researched the rhetorical structure of Donald Trump's tweets and its impact on the persona of the presidency, Spring 2018
- *Connor McSweeney, SYE*, developed an audio book of select stories from Hans Christian Andersen, Spring 2018.
- *Jordan Sheridan, SYE*, Researched how best to communicate in children's education programming and developed an educational program for the local children's museum. Spring 2017.
- *Olivia Mathieu, Honors SYE*, Developed a program on campus to address the high cost of textbooks, ODY-DB. Fall 2016.
- *Sam Colton, Honors SYE*, Developed a pilot script for a sitcom that positively portrays inter-racial relationships. Fall 2015.
- *Emily Baldwin, Honors SYE*, Examined the Twitter strategies of 2016 Republican Presidential Candidates, Fall 2015.
- *Emily Goulet, Honors SYE*, Analyzed tourism performances in Denmark, Fall 2015.
- *Anderson Good, Honors SYE*, Performed a political economy study of Comcast and the impending Time Warner merger, Spring 2015.
- *Carly Stine, Honors SYE*, Designed a five-year social media marketing plan for a small catering company and an analysis of the plan, Spring 2015.
- *Corey Hahnl, Honors SYE Project*, Completed a research paper on perception and rhetoric in graphic design, Fall 2013

### Independent Study Advisor

- *Jordan Sheridan, Olivia Mathieu, Olivia Hess*, Independent Study: Teaching Assistant for PCA 127, directed these students as teaching assistants. Oversaw their creation of small-group actives, monitored their running of break-out

groups, and guided them in creating their own lectures and running a Tumblr, Fall 2016.

- *Elise Miner*, Independent Study, Gender, Body Image, & Social Media, Fall 2015
- *Erin Eagles*, Independent Study, Sports Communication, Spring 2015.
- *Samantha Colton*, Independent Study, Created a documentary film on her SLU fellowship research about the portrayals of interracial relationships on television sitcoms, Spring 2015
- *Danielle Capirci*, *Samantha Colton*, *Kara McDuffee*, Independent Study: Teaching Assistant for PCA 127, directed these students as teaching assistants for the course. Oversaw their creation of small-group actives, monitored their running of break-out groups, and guided them in creating their own lectures, Fall 2014.
- *Kara McDuffee*, Independent Study, This project studied the organization communication or mentoring programs and the communication needed to start up a program that pairs college athletes with high school athletes, Spring 2014.
- *Marc Perroni*, Independent Study, A communication theory project that explored the metaphor of the Internet as the new frontier, Spring 2014.
- *Davian Reynolds*, Independent Study, An ethnographic study on the educational experiences (including gender and sexuality education) of GLBT college-students, Spring 2014.
- *Davian Reynolds*, Independent Study, an auto-ethnographic essay on the influence of non-gender conformity on K-12 education, Fall 2013.
- *Lillian Donahue*, Independent Study, research project an analysis of sustainable breweries, Spring 2013.

#### **Fellowship Advisor**

- *Samantha Colton*, Summer 2014 SLU Fellowship, A critical cultural analysis that examined portrayals of interracial relationships on contemporary television sitcoms.

### DISCIPLINARY SERVICE

#### ***Administrative Responsibilities and Positions***

- *Chair*, Rhetorical Criticism and Theory Division of the Central States Communication Association, 2016-2017.
- *Secretary*, Rhetorical Criticism and Theory Division of the Central States Communication Association, 2015-2016.
- *Chair of Education Committee*, Environmental Communication Division of the National Communication Association, 2012-2015 (current member of committee).
- *Secretary*, Rhetorical and Communication Theory Division of the National Communication Association, 2012-2014.

#### **Review and Editing Responsibilities**

- Reviewer for *Women Studies in Communication*, edited by Kristin Hoerl and published by Taylor & Francis, July 2018—1 essay.
- Reviewer for *Communication Quarterly*, edited by Dr. Pamela Lannutti, and published by Taylor & Francis, April 2016—1 essay.
- Reviewer for *Environmental Communication*, edited by Dr. Ulrika Olausson, and published by Taylor & Francis, August 2015—1 essay.
- *RSA Conference Submission Reviewer* (2017)
- *NCA Conference Submission Reviewer*, Public Address Division (2009, 2010, 2011, 2012, 2013, 2014), Environmental Communication Division (2010, 2011, 2012, 2013, 2014), Rhetorical and Communication Theory Division (2012, 2013)
- *CSCA Conference Submission Reviewer*, Rhetorical Theory and Criticism Division (2012, 2015, 2016, 2017)
- *AEJMC Conference Submission Reviewer* (2017)

#### DEPARTMENTAL SERVICE

##### Advising Duties

- *Advisor to the Alpha Beta Tau chapter of Lambda Pi Eta*, official honor society of the National Communication Association at St. Lawrence University, April 2013-Present.
- *Co-Advisor to The Underground*, the undergraduate research journal of the Performance and Communication Arts Department at St. Lawrence University, January 2013-December 2015.

##### Search Committee Duties

- *Search Committee Member*, VAP Communication Studies Position, 2017-2018.
- *Search Chair*, Tenure-Track Communication Studies Position, 2014-2015.
- Search Committee Member, Tenure-Track in Theater and Performance Position, 2015-2016
- *Search Committee Member*, Tenure-track Rhetoric Position and One-Year Rhetoric Visiting Position, 2014-2015.
- *Search Committee Member* for One-Year Visiting Assistant Professor of Rhetoric and Communication, Fall 2013

##### Other Duties

- *Meeting Coordinator*, 2014-Fall 2015.
- *Informal Fall PCA Lecture Series Coordinator*, invited, arranged, and coordinated Dr. Pamela Nettleton's visit to St. Lawrence's campus, Fall 2013.
- *Assessment Participant*, May 2013, Spring 2017.

#### UNIVERSITY SERVICE

##### Committee Service

- *Member of Sustainability Committee*, Fall 2017-Present
- *Member of the Professional Standards Committee*, Fall 2017-Spring 2018
- *Member of Sustainability Program Advisory Committee*, Fall 2015-Present

- *Member of Middle States Review Governance, Leadership, and Administration Working Group.* Fall 2016-Spring 2017.
- *Campus Champion for Vote Everywhere.* Fall 2016-Spring 2017.
- *Member of Crossing Boundaries Mellon Grant Steering Committee,* Fall 2016-Fall 2017.
- *Member of Sustainability Committee for the Crossing Boundaries Mellon Grant,* Fall 2015-Spring 2016.
- *Co-Chair of NY6 Outreach Committee for the Crossing Boundaries Mellon Grant,* Fall 2015-Spring 2015. *Member.* Fall 2014-Spring 2015.
- *Member of Academic Advising Committee* at St. Lawrence University, Fall 2013-Spring 2015.
- *Member of Mellon Grant for the Humanities Grants Review Committee,* Fall 2014-Fall 2015

#### Search Member

- *Corporate and Foundation Grants Search Group,* Director of Corporate and Foundation Relations, 2016-2017.
- *Search Committee Member,* Tenure Track Psychology Position, 2014-2015.

#### Other Service

- *Member of the Sexual Misconduct Review Board,* Fall 2017-Present
- *Campus Champion for Vote Everywhere,* Fall 2016-Fall 2017
- *Member of Intergroup Dialogue Facilitator Group,* Spring 2016-Present.
- *Application Reviewer for Denmark Study Abroad Program,* Fall 2016.
- *Beehive Design Collective,* Event Coordinator, Fall 2014.
- *Canaras Presenter,* Oral Communication Panel, Spring 2014.
- *Commencement Name Reader,* Spring 2014.
- *Hosted First-Year Faculty Welcome Party,* Fall 2013.

### AWARDS AND HONORS

*Old Buffalo Award,* University of Minnesota, Spring 2009: An annual award sponsored by alumni of the University of Minnesota Department of Communication in honor of retired faculty, given to students who show promise of becoming an independent scholar.

*Samuel L. Becker Award,* Central States Communication Association, 2007: An annual award sponsored by the Media Studies Interest Group for the top graduate student paper in the division.

*University Fellowship,* University of Minnesota, Fall 2005-Spring 2006.

### MEMBERSHIPS

International Environmental Communication Association (IECA), 2012-Present

National Communication Association (NCA), 2004-present

Rhetoric Society of America (RSA), 2007-present

Central States Communication Association (CSCA), 2007-Present