



Megan Rene Denny

Ph.D. Candidate, ABD

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EDUCATION

University of Oregon, School of Journalism & Communication

Doctorate, Communication, Media Studies & Journalism

Emphasis: Health Communication & Strategic Communication

Committee Members: Dr. Autumn Shafer (chair)

Dr. Dean Mundy

Dr. Amanda Cote

Dr. Jocelyn Hollander

Eugene, OR

May 2025

University of Denver, Morgridge College of Education

Master of Arts, Higher Education

Emphasis: Public Health Policy, Organizational Change & Student Affairs

Denver, CO

May 2021

Flagler College

Bachelor of Arts, Strategic Communication

Emphasis: Public Relations & Journalism

Minor: Advertising & Marketing

St. Augustine, FL

Dec 2014

TEACHING EXPERIENCE

Instructor of Record

J454 - Public Relations Campaigns (University of Oregon, Summer 2024)

COMM111Za – Speech Communication (Linn Benton Community College, Spring 2024)

COMM111Za – Speech Communication (Linn Benton Community College, Winter 2024)

COMM111Zb – Speech Communication (Linn Benton Community College, Winter 2024)

COMM111Za – Speech Communication (Linn Benton Community College, Fall 2023)

COMM111Zb – Speech Communication (Linn Benton Community College, Fall 2023)

J642 – Strategic Communication Writing (University of Oregon, Spring 2023)

J350 – Principles of Public Relations (University of Oregon, Summer 2023)

Graduate Teaching Assistant

Gateway for Communicators – (University of Oregon, Fall 2021 Lab)

Gateway for Communicators - (University of Oregon, Winter 2022)

Gateway for Communicators - (University of Oregon, Winter 2023 Lab)

Writing for Communicators - (University of Oregon, Spring 2022 Lab)

Writing for Communicators – (University of Oregon, Summer 2022 Lab)

Principles of Public Relations - (University of Oregon, Fall 2022)

PEER-REVIEWED JOURNAL ARTICLES

Denneny, M. (2024). Decoding Promises and Perceptions: A Reflexive Thematic Analysis of the Online Presentation of Non-Invasive Prenatal Testing (NIPT) in Top U.S. Brands, *Journal of Consumer Health on the Internet*.

Denneny, M. (in revision). Put the PR in Pregnancy Apps: Analysis of Framing Strategies Used by Top Brands, *Public Relations Inquiry*.

McClaran, N., **Denneny, M.**, & Mundel, J. (under review). Prevalence and depiction of gender-based violence in Latin American television, *International Journal of Communication*.

Denneny, M. & Gattis, L. (under review). Unveiling Instagram's Influence on Bridal Body Image. *Social Media & Society*.

Denneny, M. What to Expect When You're [Using This App]: A Qualitative Analysis of Pregnancy App Reviews (in progress)

Abdenour, J., **Denneny, M.**, & Maduneme, E., The placebo effect? Associating Sinclair ownership with local TV news quality (in progress)

Denneny, M. And How Does That Make You Feel?: A Qualitative Thematic Analysis of the “Mental Health Influencer” Profession on Instagram (in progress)

Denneny, M. Don't Fall Down the Rabbit Hole: A Conceptual Essay on the Emerging Consequences of Doomscrolling (in progress)

CONFERENCE PRESENTATIONS

Gattis, L., **Denneny, M.** Obesity Treatment Narratives: Societal and Stakeholder Perspectives on GLP-1 Medication for Obesity. *AEJMC*, Philadelphia, PA, 8 – 11 August 2024. Paper Presentation.

Maduneme, E., **Denneny, M.** Predicting Prostate Cancer Screening Behaviors from Interpersonal, and Mass Media Factors: A Machine Learning Algorithmic Approach. *AEJMC*, Philadelphia, PA, 8 – 11 August 2024. Poster Presentation.

Denneny, M. The Influence of Diffusion of Innovations on Public Relations: A Case Study of Cerebral Inc. *Northwest Communication Association Conference*, Coeur d'Alene, ID, 14 – 16 April 2024. Paper Presentation.

Denneny, M. And How Does That Make You Feel? A Qualitative Thematic Analysis of the Mental Health Influencer Profession on Instagram. *Association of Internet Researchers*, Philadelphia, PA, 8-11 October 2023. Poster Presentation.

Denneny, M. Confident or Catastrophic? A Reflexive Thematic Analysis of How Noninvasive Prenatal Testing Services Communicate Product Information on Websites. *International Conference for Communication and Media Studies*, Madrid, Spain, 6 - 8 September 2023. Poster Presentation. **Emerging Scholar Award.**

Shaikh, F., **Denneny, M.** Perceived Authenticity of Reproductive Health Messaging: A Comparative Analysis of US and Pakistani Audiences. *AEJMC*, Washington, D.C., 7-10 August 2023. Paper Presentation.

Denneny, M. Are You Still Watching? An Analysis of Netflix Original Series' Impact on the De-Stigmatization of Adolescent Mental Health Diagnoses. *International Communication Association*, Paris, France, 26 – 31 May 2022. Panel Presentation.

Denneny, M. Go Greek or Go Home: An Analysis of Popular Culture's Glamorization of American Fraternity Life and the Continued Consequences for Women in Modern Society. *Popular Culture Association*, Seattle, WA, 13-15 April 2022. Virtual Paper Presentation.

Lorenzo, S., **Denneny, M.** Conformation or Conspiracy: Exploring the Development and Infiltration of Media Ideologies Amongst Millennials. *New Media & Culture Symposium*, University of Oregon, Eugene, OR. 1 April 2022. Symposium Presentation.

GRADUATE RESEARCH EXPERIENCE

Graduate Research Assistant – University of Oregon (2021- present)

Assist in grant-funded quantitative content analysis. Supervisor: Dr. Jesse Abdenour

Graduate Research Assistant – University of Oregon (Winter 2024)

Assist in qualitative interview analysis. Supervisor: Dr. Maxwell Foxman

Graduate Research Assistant – University of Oregon (Spring 2023)

Assist in external communication and surveying. Supervisor: Dr. Jen Doty

INSTITUTIONAL SERVICE, PROFESSIONAL MEMBERSHIP & AWARDS

Institutional Service

Public Relations Faculty Search, University of Oregon, Graduate Student Representative (2024)

Advisor, Public Relations Student Society of America (PRSSA), University of Oregon (2022-present)

Journal Reviewer, *New Media & Society* (2024)

Conference Presentation Reviewer, International Communication Association (2022)

Conference Presentation Reviewer, Association of Internet Researchers (2023-present)

Professional Membership & Awards

Kappa Tau Alpha Honor Society, University of Oregon (2024)

Emerging Scholar Award, International Conference for Communication and Media Studies (2023)

Member, The American Association of Women in Community Colleges (2023-present)

Member, Public Relations Society of America (PRSA) (2020-present)

Member, National Association of Student Personnel Administrators (NASPA) (2019-Present)

Member, DOW Advantage Public Relations Group, Flagler College (2011-2014)

Member, Lambda Pi Eta National Communication Honor Society, Flagler College (2011-2014)

Leadership Roles

Gender-Based Violence Prevention Facilitator, University of Denver (2019-2020)

Vice President, Higher Education Student Association, University of Denver (2020-2021)

Associate Advisor & Member, Phi Alpha Omega, Flagler College (2011-2014)

PROFESSIONAL EXPERIENCE

Industry Work

Subject Matter Creative Advocacy Agency (Now Avōq)

Media Specialist, Washington, D.C., (2015-2020)

I began as a media assistant and was promoted in less than one year to fulfill the media specialist role. During my tenure, I directly managed between 5 - 10 clients at any time, ranging from health-focused nonprofits like the American Cancer Society and the Robert Wood Johnson Foundation to large corporate lifestyle brands like Google and Marriott to government entities like the Food and Drug Administration. Most commonly, I worked cross-departmentally to create, pitch, and produce national television and radio media tours for various products, initiatives, and campaigns. In addition to my primary responsibilities, I developed the company internship program, drafted media alerts and press releases, collected data and reports, oversaw one direct report and two interns, and led monthly media training for 1 – 10 spokespeople.

Oceana

Digital Marketing Specialist, Washington, DC (2014-2015)

My primary responsibility in this role was to use my strategic communication expertise to generate leads and cultivate relationships with prospective corporate partners, media agencies, and advertisers. I utilized Google Analytics to form insights for future blog content, sponsored web advertisements, and paid social media as well as conducted market research for audience development and competitor analysis to optimize overall marketing strategy. I also managed and maintained pay-per-click (PPC) infrastructure and other interactive paid advertising services.

Consultant Work

Oregon Research Institute

Social Media Consultant, University of Oregon (2023- present)

During my Ph.D. program, I wanted to stay connected to the industry and continue to fine-tune my strategic communication skills. As a consultant, I developed and implemented a comprehensive social media strategy aligned with ORI's goals and target audiences, identified key performance indicators (KPIs) to track the success of social media campaigns, created engaging and informative content that effectively communicates ORI's research findings, expertise, and events, and managed and scheduled content across various social media platforms (LinkedIn, Facebook).

Master's Graduate Assistantships

University of Denver

Marketing Assistant, Denver, CO (2020)

University of Colorado Denver, Experiential Learning Center

Internship Advising Graduate Assistant, Denver, CO (2020)

University of Denver, Health and Counseling Center

Graduate Assistant for Health Promotion, Denver, CO, (2019-2020)

Internships

Whiteboard Agency

Strategic Communication Consultant, Denver, CO (2020)

Multiply Social & PR Agency

Public Relations Intern, Washington, D.C. (2014-2015)

Jacksonville Magazine

Intern/Contributing Writer, Jacksonville, FL, Remote (2014-2019)

Career Contessa

Intern/Contributing Writer, Remote (2015-2016)

Women's Health Magazine

Media Intern, New York City, NY (Summer, 2013)

COMMUNITY INVOLVEMENT

Child Advocate, CASA (2020-2022)

Ghostwriter, Forbes (2020)

Contributing Writer, Jacksonville Magazine (2019)

Reading Tutor, For Love of Children (2018)

Contributing Writer, Career Contessa (2017-2018)

Volunteer, Broadreach Study Abroad Costa Rica
(2013)