

Curriculum Vitae

Richard D. Waters

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General Information

University address: School of Communication
College of Communication and Information
UCC 3116
Florida State University
Tallahassee, FL 32306-2651

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Professional Preparation

2007 Phd, University of Florida, Gainesville, Florida. Major: Mass Communication. Public Relations. Supervisor: Kathleen S. Kelly.

Waters, R.D. (2007). *Advancing Relationship Management Theory: Coorientation and the Nonprofit-Donor Relationship*. Unpublished doctoral dissertation, University of Florida, Gainesville, Florida. Retrieved from <https://ufdc.ufl.edu/UFE0021051/00001>.

2000 MS, Syracuse University, Syracuse, NY. Major: Public Relations. Public Relations. Supervisor: Elizabeth L Toth.

Waters, R.D. (2000). *Social Distance and the Third-Person Effect's Impact on Fund Raising*. Unpublished master's thesis, Syracuse University, Syracuse, NY.

1998 ABJ, University of Georgia, Athens, Georgia. Major: Journalism. Political Science. Supervisor: Lynne Sallot. Cum Laude.

Waters, R.D. (1998). *The Ethics of Fundraising*. Unpublished bachelor's thesis, University of Georgia, Athens, Georgia.

Professional Experience

2025-present Associate Professor, School of Communication, Florida State University

2022–2024 Assistant Professor, School of Communication, Florida State University.

- 2014–2022 Associate Professor, School of Management, University of San Francisco.
2011–2014 Assistant Professor, School of Management, University of San Francisco.
2007–2011 Assistant Professor, Dept of Communication, North Carolina State University.

Current Membership in Professional Organizations

Association for Education in Journalism and Mass Communication
Association for Research on Nonprofit and Voluntary Action
Florida Public Relations Association
Public Relations Society of America

Teaching

Courses Taught

Foundations of Integrated Marketing Communication (ADV5007)
Topics in Communication Campaigns (COM5535)
Quantitative Research Methods in Communication (COM5312)
Principles of Speech Writing (SPC4605)
Public Relations Strategy (PUR3002)
Public Relations Writing (PUR3100)
Public Relations Campaigns (PUR4800)
Communication Residency (COM5946)
Directed Individual Study (COM4905)

Doctoral Committee Chair

Rolle, E. (2025-present).

Doctoral Committee Member

Ichplani, P., graduate. (2024).
Johns, A., doctoral candidate.

Master's Committee Chair

Tabassum, K., graduate. (2025).
Jean, T., graduate. (2024).
Gagliano, B. A., graduate. (2024).

Jackson, K. M., graduate. (2024).
Rolle, E., graduate. (2024).
Valle, G., graduate. (2023).
Arasi, D. L., student.
Farrow, K. L., student.

Master's Committee Member

Diaz, A., graduate. (2024).

Research and Original Creative Work

Publications

Invited Journal Articles

- Sanders, A. K., & Waters, R. D. (2013). What about my right to privacy? A case study of public relations professionals and students regarding the screening of social media profiles during the job interview process. *Journal of Media Education*, 4(2), 5-14. Retrieved from <https://en.calameo.com/journal-of-media-education/read/000091789a4531bf91f13>
- Lo, K. D., & Waters, R. D. (2012). New technologies, new cultural traditions: The impact of Facebook on Chinese nongovernmental organizations. *Chinese Media Research*, 8(4), 99-110. Retrieved from <http://www.chinamediaresearch.net/index.php/back-issues?id=56>

Refereed Journal Articles

- Waters, R. D., Ray, E. C. & Rolle, E. (2026). Shaping Future Professionals: Industry Perspectives on Graduate Internships. *Journal of Public Relations Education*, 12(1), 135-175.
- Pressgrove, G., McKeever, B., McKeever, R., & Waters, R. D. (2024). Investigating Membership Retention: Employing Public Relations Theory to Better Understand Relationship Management. *Journal of Public Sector and Nonprofit Marketing*, 36(1). doi:<https://doi.org/10.1080/10495142.2022.2130497>
- Waters, R. D., & Auger, G. A. (2023). Crowdfunding Door-to-Door in Digital Neighborhood: Comparing the Solicitation Strategies and Outcomes of Nonprofits' and Individual's GoFundMe Campaigns. *Journal of Philanthropy & Marketing*, 28(4).
- Waters, R. D., Auger, G. A., & Bortree, D. S. (2023). From Axial Codes to Z-Scores: Charting the Diversity and Scope of 25 Years of Nonprofit Marketing Research Published in

International Journal of Nonprofit and Voluntary Sector Marketing. *Journal of Philanthropy & Marketing*, 28(4).

- Waters, R. D. (2023). Residing in the Periphery while Teaching in the Center of Nonprofit Management Education Perspectives from a Strategic Communication Professor. *Journal of Nonprofit Education and Leadership*, 13(4), 54-58.
- Xiao, A., Huang, Y., Bortree, D. S., & Waters, R. D. (2022). Designing social media fundraising messages: An experimental approach to understanding how message concreteness and framing influence donation intentions. *Nonprofit & Voluntary Sector Quarterly*, 54(1), 832-856. Retrieved from <https://doi.org/10.1177/08997640211022838>
- Hamilton, S. N., & Waters, R. D. (2022). Mainstreaming standardized sustainability reporting: Comparing Fortune 50 corporations' and U.S. News & World Report's top 50 global universities' sustainability reports. *Sustainability*, 14(6). Retrieved from <https://doi.org/10.3390/su14063442>
- Waters, R. D., Auger, G. A., & Husted, K. M. (2022). Media Relations Strategies of Philanthropic Foundations: A Longitudinal Analysis of News Releases Produced by Top U.S. Foundations. *Foundation Review*, 14(3), 57-69.
- Farwell, T. M., Waters, R. D., & Chen, Z. F. (2022). Revising SMART+IE: A Classroom Activity for Increasing Diversity, Equity, and Inclusion in Communication Campaigns. *Advertising & Society Quarterly*, 23(1). Retrieved from <https://www.muse.jhu.edu/article/853005>.
- Waters, R. D., & Farwell, T. M. (2022). Shaping tomorrow's industry leaders by incorporating inclusivity into campaign planning curriculum: Student reactions to the SMART+IE mindset in strategic communication efforts. *Journal of Public Relations Education*, 8(4), 183-239.
- Auger, G. A., & Waters, R. D. (2020). An analysis of discussions on academic dishonesty in Journalism & Mass Communication Educator, Volumes 1 through 74. *Journalism & Mass Communication Educator*, 75(4), 483-499. Retrieved from <https://doi.org/10.1177/1077695820930941>
- Erzikova, E., Waters, R. D., & Bocharsky, K. (2018). Media catching: A conceptual framework for understanding strategic mediatization in public relations. *International Journal of Strategic Communication*, 12(2), 145-159. Retrieved from <https://doi.org/10.1080/1553118X.2018.1424713>
- Lo, Kevin D, Waters, R. D., & Christensen, N. (2017). Assessing the applicability of Hofstede's cultural dimensions for Global 500 corporations' Facebook profiles and content. *Journal of Communication Management*, 21(1), 51-67. Retrieved from <https://doi.org/10.1108/JCOM-04-2016-0021>

- Tindall, N. T. J., & Waters, R. D. (2017). Does gender and professional experience influence students' perceptions of professors? *Journalism & Mass Communication Educator*, 72(1), 52-67. Retrieved from <https://doi.org/10.1177/10776958156139>
- Saxton, G. D., Niyirora, J. N., Guo, C., & Waters, R. D. (2015). #AdvocatingForChange: The strategic use of hashtags in social media advocacy. *Advances in Social Work*, 16(1), 154-169. Retrieved from <https://doi.org/10.18060/17952>
- Walden, J., & Waters, R. D. (2015). Charting Fandom through Social Media Communication: A Multi-league Analysis of Professional Sports Teams' Facebook Content. *Prism*, 12(1). Retrieved from http://www.prismjournal.org/fileadmin/11_1/12_1/Walden_Waters.pdf
- Waters, R. D., & Ott, H. (2014). Corporate social responsibility and the nonprofit sector: Assessing the thoughts and practices across three nonprofit subsectors. *Public Relations Journal*, 8(3). Retrieved from <https://prjournal.instituteforpr.org/wp-content/uploads/2014WATERSOTT.pdf>
- Guidry, J. P. D., Waters, R. D., & Saxton, G. D. (2014). Moving social marketing beyond personal change to social change: Strategically using Twitter to mobilize supporters into vocal advocates. *Journal of Social Marketing*, 4(3), 240-260. Retrieved from <http://dx.doi.org/10.1108/JSOCM-02-2014-0014>
- Bortree, D. S., & Waters, R. D. (2014). Race and inclusion in volunteerism: Using communication theory to improve volunteer retention. *Journal of Public Relations Research*, 26(3), 215-234. Retrieved from DOI:10.1080/1062726X.2013.864245
- Waters, R. D., Ghosh, P., Griggs, T. D., & Searson, E. M. (2014). The corporate side of the blogosphere: Examining the variations of design and engagement among Fortune 500 blogs. *Journal of Promotion Management*, 20(5), 537-552. Retrieved from <https://doi.org/10.1080/10496491.2014.946207>
- Bucci, D. A., & Waters, R. D. (2014). The financial consequences of silence: The lack of dialogue on community college fundraising websites. *Community College Journal of Research & Practice*, 38(10), 873-888. Retrieved from DOI: 10.1080/10668926.2012.720864
- Saxton, G. D., & Waters, R. D. (2014). What do stakeholders "like" on Facebook? Examining public reactions to nonprofit organizations' status updates. *Journal of Public Relations Research*, 26(3), 280-299. Retrieved from DOI:10.1080/1062726X.2014.908721
- Kiwanuka-Tondo, J., Albada, K. F., Waters, R. D., Jameson, J. K., & Hamilton, M. (2013). AIDS communication campaigns in Uganda: Assessing the impact of organizational factors as predictors of conducting campaign planning research. *Journal of Communication Management*, 17(1), 5-23. Retrieved from DOI: 10.1108/13632541311300124

- Waters, R. D., Bortree, D. S., & Tindall, N. T. J. (2013). Can public relations improve the workplace? Measuring the impact of stewardship on the employer-employee relationship. *Employee Relations: The International Journal*, 35(6), 613-629. Retrieved from DOI: 10.1108/ER-12-2012-0095
- Kruger-Ross, M. J., & Waters, R. D. (2013). Predicting online learning success: Applying the situational theory of publics to the virtual classroom. *Computers & Education*, 16, 176-184. Retrieved from <https://doi.org/10.1016/j.compedu.2012.09.015>
- Waters, R. D. (2013). The role of stewardship in leadership: Applying the contingency theory of leadership to relationship cultivation practices of public relations practitioners. *Journal of Communication Management*, 17(4), 324-340. Retrieved from DOI 10.1108/JCOM-05-2012-0041
- Waters, R. D. (2013). Tracing the impact of media relations and television coverage on U.S. charitable relief fundraising: An application of agenda-setting theory across three natural disasters. *Journal of Public Relations Research*, 25(4), 329-346. Retrieved from DOI: 10.1080/1062726X.2013.806870
- Waters, R. D., & Fenley, K. L. (2013). Virtual stewardship in the age of new media: Have nonprofit organizations moved beyond Web 1.0 strategies? *International Journal of Nonprofit and Voluntary Sector Marketing*, 18(3), 216-230. Retrieved from DOI: 10.1002/nvsm.1469
- Stinnett, R. C., Hardy, E. E., & Waters, R. D. (2013). Who are we? The impacts of anthropomorphism and the humanization of nonprofits on brand personality. *International Review on Public and Nonprofit Sector Marketing*, 10(1), 31-48. Retrieved from DOI: 10.1007/s12208-012-0087-z
- Waters, R. D., & Bortree, D. S. (2012). "Can we talk about the direction of this church?": The impact of responsiveness and conflict on millennials' relationship with religious institutions. *Journal of Media and Religion*, 11(4), 200-215. Retrieved from DOI: 10.1080/15348423.2012.730330
- Waters, R. D., & Bortree, D. S. (2012). Advancing relationship management theory: Mapping the continuum of relationship types. *Public Relations Review*, 38(1), 123-127. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2011.08.018>
- Tindall, N. T. J., & Waters, R. D. (2012). Coming out to tell our story: Using queer theory to understand the career experiences of gay men in public relations. *Journal of Public Relations Research*, 24(5), 451-475. Retrieved from <https://doi.org/10.1080/1062726X.2012.723279>
- Lovejoy, K., Waters, R. D., & Saxton, G. D. (2012). Engaging stakeholders through Twitter: How nonprofit organizations are getting more out of 140 characters or less. *Public*

- Relations Review*, 38(2), 313-318. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2012.01.005>
- Wang, M. L., & Waters, R. D. (2012). Examining how industries engage the media: Comparing American and German agricultural associations' web sites. *Journal of Communication Management*, 16(1), 20-38. Retrieved from DOI: 10.1108/13632541211198021
- Waters, R. D., & Lo, K. D. (2012). Exploring the impact of culture in the social media sphere: A content analysis of nonprofit organizations' use of Facebook. *Journal of Intercultural Communication Research*, 41(3), 297-319. Retrieved from DOI: 10.1080/17475759.2012.728772
- Weberling, B., & Waters, R. D. (2012). Gauging the public's preparedness for mobile public relations: Applying the technology acceptance model to text messaging campaigns. *Public Relations Review*, 38(1), 51-55. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2011.11.005>
- Tallapragada, M., Misaras, I. C., Burke, K., & Waters, R. D. (2012). Identifying the best practices of media catching: A national survey of media relations practitioners. *Public Relations Review*, 38(5), 926-931. Retrieved from <https://doi.org/10.1016/j.pubrev.2012.08.001>
- Hardy, E. E., & Waters, R. D. (2012). Identifying the norms of professional practice: Reviewing PRSA's Silver Anvil award-winning campaigns. *Public Relations Review*, 38(5), 898-905. Retrieved from <https://doi.org/10.1016/j.pubrev.2012.09.003>
- Waters, R. D., & Bortree, D. S. (2012). Improving volunteer retention efforts in public library systems: How communication and inclusion impact female and male volunteers differently. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(2), 92-107. Retrieved from DOI: 10.1002/nvsm.438
- Waters, R. D., Amarkhil, A., Bruun, L., & Mathisen, K. S. (2012). Messages, music, and mailbags: How entertainment persuasion theory can boost the performance of environmental organizations' podcasts. *Public Relations Review*, 38(1), 64-68. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2011.11.004>
- Waters, R. D., Kelly, K. S., & Walker, M. L. (2012). Organizational roles enacted by American healthcare fundraisers: A national study testing theory and assessing gender differences. *Journal of Communication Management*, 16(3), 244-263. Retrieved from DOI: 10.1108/13632541211245802
- Waters, R. D., & Lord, M. L. (2011). Advocacy on the internet: Lessons learned from the animal enterprise terrorism act of 2005. *Journal of Promotion Management*, 17(2), 241-256. Retrieved from DOI: 10.1080/10496491.2011.580691

- Waters, R. D., Friedman, C. S., Mills, B., & Zeng, L. (2011). Applying relationship management theory to religious organizations: An assessment of relationship cultivation online. *Journal of Communication and Religion*, 34(1), 88-104. Retrieved from <https://web.s.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=08942838&AN=65118951&h=Phc%2fiA07ImNAP27c2x9LLjSdU2w%2bovQCuUrJBPVT9KC6Qjx8vWhm5ZzoPy%2f2JFL6JbUz0%2f7vJ>
- Waters, R. D., Canfield, R., Foster, J. M., & Hardy, E. E. (2011). Applying the dialogic theory to social networking sites: Examining how university health centers use Facebook. *Journal of Social Marketing*, 1(3), 211-227. Retrieved from DOI: 10.1108/20426761111170713
- Waters, R. D., Tindall, N. T. J., & Morton, T. S. (2011). Dropping the ball on media inquiries: The role of deadlines in media catching. *Public Relations Review*, 37(2), 151-156. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2011.02.001>
- Waters, R. D., & Tindall, N. T. J. (2011). Exploring the impact of American news coverage on crisis fundraising: Using media theory to explicate a new model of fundraising communication. *Journal of Nonprofit & Public Sector Marketing*, 23(1), 20-40. Retrieved from DOI:10.1080/10495142.2010.494875
- Waters, R. D., & Bortree, D. S. (2011). Exploring the impact of new media on out-of-class communication in public relations education. *Teaching Public Relations*, 80(Spring). Retrieved from <https://aejmc.us/wp-content/uploads/sites/23/2014/11/tpr80sp11.pdf>
- Waters, R. D. (2011). Increasing fundraising efficiency through evaluation: Applying communication theory to the nonprofit organization-donor relationship. *Nonprofit & Voluntary Sector Quarterly*, 40(3), 458-475. Retrieved from DOI: 10.1177/0899764009354322
- Waters, R. D., & Wang, W. (2011). Painting a picture of America's nonprofit foundations: A content analysis of public relations photographs distributed through online wire services. *International Journal of Nonprofit & Voluntary Sector Marketing*, 16(2), 138-149. Retrieved from DOI: 10.1002/nvsm.408
- Waters, R. D. (2011). Redefining stewardship: Examining how Fortune 100 organizations use stewardship with virtual stakeholders. *Public Relations Review*, 37(2), 129-136. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2011.02.002>
- Waters, R. D., & Lemanski, J. M. (2011). Revisiting strategic communication's past to understand the present: Examining the direction and nature of communication on Fortune 500 and Philanthropy 400 websites. *Corporate Communications: An International Journal*, 16(2), 150-169. Retrieved from DOI: 10.1108/13563281111141679

- Waters, R. D., & Williams, J. M. (2011). Squawking, tweeting, hooting, and cooing: Analyzing the communication patterns of government agencies on Twitter. *Journal of Public Affairs, 11*(4), 353-363. Retrieved from DOI: 10.1002/pa.385
- Waters, R. D., & Jamal, J. Y. (2011). Tweet, tweet, tweet: A content analysis of nonprofit organizations' Twitter updates. *Public Relations Review, 37*(3), 321-324. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2011.03.002>
- Waters, R. D., Burke, K. A., Jackson, Z. H., & Buning, J. D. (2011). Using stewardship to cultivate fandom online: Comparing how NFL teams use their websites and Facebook to engage their fans. *International Journal of Sports Communication, 4*(2), 163-177. Retrieved from <https://doi.org/10.1123/ijsc.4.2.163>
- Waters, R. D., & Jones, P. M. (2011). Using video to build an organization's identity and brand: A content analysis of nonprofit organization's YouTube videos. *Journal of Nonprofit and Public Sector Marketing, 23*(3), 248-268. Retrieved from DOI: 10.1080/10495142.2011.594779
- Waters, R. D., & Bortree, D. S. (2010). Building a better workplace for teen volunteers through inclusive behaviors. *Nonprofit Management & Leadership, 20*(3), 337-355. Retrieved from DOI: 10.1002/nml.257
- Farwell, T. M., & Waters, R. D. (2010). Exploring the use of social bookmarking technology in education: An analysis of students' experiences using a course-specific Delicious.com account. *Journal of Online Learning and Teaching, 6*(2), 398-408. Retrieved from http://jolt.merlot.org/vol6no2/waters_0610.htm
- Waters, R. D., & Tindall, N. T. J. (2010). Marketing churches on the internet: An analysis of the dialogic potential of Christian web sites. *International Journal of Nonprofit and Voluntary Sector Marketing, 15*(4), 369-381. Retrieved from DOI: 10.1002/nvsm.400
- Waters, R. D., Tindall, N. T. J., & Morton, T. S. (2010). Media catching and the journalist-public relations practitioner relationship: How social media is changing the practice of media relations. *Journal of Public Relations Research, 22*(3), 241-264. Retrieved from DOI:10.1080/10627261003799202
- Waters, R. D., & Bortree, D. S. (2010). Preparing for the expanding role of cybervolunteerism in the new millenium: An application of the ROPES model of public relations. *International Journal of Volunteer Administration, 27*(1). Retrieved from <https://www.ijova.org/docs/WatersBortree.pdf>
- Bortree, D. S., & Waters, R. D. (2010). The impact of involvement in the organization-public relationship: Testing Zaichowsky's involvement scale with nonprofit volunteers. *PRism, 7*(2). Retrieved from <https://www.prismjournal.org/uploads/1/2/5/6/125661607/v7-no2-a1.pdf>

- Tindall, N. T. J., & Waters, R. D. (2010). The relationship between fundraising practice and job satisfaction at historically Black colleges and universities. *International Journal of Educational Advancement*, 10(3), 198-215. Retrieved from doi:10.1057/ijea.2010.17
- Waters, R. D. (2010). The value of relationship and communication management in fundraising: Comparing donors and practitioners' views of stewardship. *PRism*, 7(1). Retrieved from PRism 7(1):
http://www.prismjournal.org/fileadmin/Praxis/Files/Journal_Files/2010_general/Waters.pdf
- Waters, R. D. (2009). Comparing the two sides of the nonprofit organization-donor relationship: Applying coorientation methodology to relationship management. *Public Relations Review*, 35(2), 144-146. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2009.01.006>
- Waters, R. D., Burnett, E., Lamm, A., & Lucas, J. (2009). Engaging stakeholders through social networking: How nonprofit organizations are using Facebook. *Public Relations Review*, 35(2), 102-106. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2009.01.006>
- Waters, R. D., & Lord, M. L. (2009). Examining how advocacy groups build relationships on the Internet. *International Journal of Nonprofit and Voluntary Sector Marketing*, 14(3), 231-241. Retrieved from DOI: 10.1002/nvsm.354
- Waters, R. D. (2009). Examining the role of cognitive dissonance in crisis fundraising. *Public Relations Review*, 35(2), 139-143. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2008.11.001>
- Waters, R. D. (2009). Measuring stewardship in public relations: A test exploring impact on the fundraising relationship. *Public Relations Review*, 35(2), 113-119. Retrieved from <http://dx.doi.org/10.1016/j.pubrev.2009.01.012>
- Robinson, J. A., & Waters, R. D. (2009). Teaching blog management: Preparing professors for opportunities and challenges of teaching web 2.0 in the classroom. *PRism*, 6(1). Retrieved from <https://www.prismjournal.org/uploads/1/2/5/6/125661607/v6-no1-a6.pdf>
- Waters, R. D. (2009). The importance of understanding donor preference and relationship cultivation strategies. *Journal of Nonprofit & Public Sector Marketing*, 21(4), 327-346. Retrieved from DOI:10.1080/10495140802662523
- Bortree, D. S., & Waters, R. D. (2008). Admiring the organization: A study of the relational quality outcomes of the nonprofit organization-volunteer relationship. *Public Relations Journal*, 2(3), 1-17. Retrieved from <https://prjournal.instituteforpr.org/wp-content/uploads/Admiring-the-Organization.pdf>

- Waters, R. D. (2008). Applying relationship management theory to the fundraising process for individual donors. *Journal of Communication Management, 12*(1), 73-87. Retrieved from DOI: 10.1108/13632540810854244
- Waters, R. D., & Robinson, J. A. (2008). Blogging 101: Introducing blog management into the public relations curriculum. *Teaching Public Relations, Summer*. Retrieved from <https://aejmc.us/prd/wp-content/uploads/sites/23/2014/11/tpr74su08.pdf>
- Waters, R. D. (2008). The practitioner roles of fund raising: Testing the typologies using q-methodology. *Journal of Human Subjectivity, 5*(1), 45-64. Retrieved from <https://kiss18.kstudy.com/kiss10/viewer.asp>
- Bortree, D. S., & Waters, R. D. (2008). The value of feeling included: The impact of inclusion on teen volunteers' organizational satisfaction. *International Journal of Volunteer Administration, 25*(1), 27-39. Retrieved from https://www.ijova.org/docs/IJOVA_bortreewaters.pdf
- Waters, R. D. (2007). Fund raising on the internet: A content analysis of e-Philanthropy trends on the internet sites of the organizations on the Philanthropy 400. *Nonprofit Management & Leadership, 18*(1), 59-76. Retrieved from DOI: 10.1002/nml.171
- Waters, R. D., & Bortree, D. S. (2007). Measuring the volunteer-nonprofit organization relationship: An application of public relations theory. *International Journal of Volunteer Administration, 24*(6), 57-67. Retrieved from https://www.ijova.org/docs/IJOVA_VOL24_NO6_Waters.pdf
- Waters, R. D. (2007). The roles we play: A Q-methodology study of the public relations functions of nonprofit organizations' board members. *International Journal of Volunteer Administration, 24*(3), 18-30. Retrieved from https://www.ijova.org/docs/IJOVA_VOL24_NO3_Waters_The_Roles_We_Play.pdf
- Kelly, K. S., Thompson, M. F., & Waters, R. D. (2006). Improving the way we die: A coorientation study assessing agreement/disagreement in the organization-public relationship of hospices and physicians. *Journal of Health Communication, 11*(7), 607-627. Retrieved from DOI:10.1080/10810730600830047

Edited Books

- Waters, R. D. (Ed.). (2015). *Public Relations in the Nonprofit Sector: Theory and Research*. Routledge. Retrieved from <https://www.routledge.com/Public-Relations-in-the-Nonprofit-Sector-Theory-and-Practice/Waters/p/book/9781138306059>

Tindall, N. T. J., & Waters, R. D. (Eds.). (2013). *Coming out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research*. Peter Lang. Retrieved from <https://www.peterlang.com/document/1051247>

Refereed Book Chapters

- Ray, E. C., & Waters, R. D. (2027, in press). Locked Down and Tuned In: Practicing Responsibility and Care During Campus Crisis Communication. In J. Moore, Madden S., & Del Rosso, T. (Eds.), NAME OF BOOK (pp. TBD).
- Waters, R. D., Ray, E. C. & Rolle, E. (2026, in press). When Crisis Protocols Fail: Social Media's Role in Safeword Disclosure. In B. Brunner & Hickerson, C. (Eds.), *Cases in Public Relations* (2nd edition, pp. TBD).
- Ray, E. C., Waters. R.D. & Rolle, E. (2026, in press). From Classrooms to Safe Rooms: Campus Safety as Crisis Induced CSR. In Y. Kim, Meganck, S., & Hickerson, C. (Eds.), *Corporate Social Responsibility and Corporate Social Advocacy Casebook* (pp. TBD). Solano Beach, CA.
- Rolle, E., & Waters. R.D. (2026, in press). Digital Resilience: The Bahamas Ministry of Education's Response. In Y. Kim, Meganck, S., & Hickerson, C. (Eds.), *Corporate Social Responsibility and Corporate Social Advocacy Casebook* (pp. TBD). Solano Beach, CA.
- Wilkins, H. G. & Waters. R.D. (2026, in press). Addressing Poverty in the Dominican Republic, One Family at a Time: A Case Study on DR Missions. In Y. Kim, Meganck, S., & Hickerson, C. (Eds.), *Corporate Social Responsibility and Corporate Social Advocacy Casebook* (pp. TBD). Solano Beach, CA.
- Dottori, M., & Waters, R. D. (2024). Applying public relations theory to increase the understanding of sport communication. In P. M. Pederson (Ed.), *Communication in Sport Management* (pp. 97-115). New York: Routledge.
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Refereed Proceedings

- Lewis, C. A., Waters, R. D. Clayton, R. B. & Lee, J, (2026). Exploring TikTok shop and the correlation it has with the Gen Z consumers: Consumers purchase decisions within the beauty and personal care product category (2026). *AMTP Proceedings 2026*. 37. https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2026/37
- Bortree, D. S., & Waters, R. D. (2008). Toward the theory of relationship management: An examination of quality, conflict and support in organization relationships. In *International Public Relations Research Conference* (pp. 23-36). IPRRC. Retrieved from https://a5522a3d-553d-4677-86c2-c4e5275200c1.filesusr.com/ugd/27a53c_2ed8d9799be04da9b22eb1672b19712f.pdf
- Waters, R. D. (2005). The changing ethics of fund raising: Agenda setting and the public's concerns. In *International Public Relations Research Conference* (pp. 493-496). IPRRC. Retrieved from https://a5522a3d-553d-4677-86c2-c4e5275200c1.filesusr.com/ugd/27a53c_17280760752e4f39bb14f91b104a8c11.pdf

Presentations

Refereed Papers at Conferences

- Waters, R. D., Ray, E. C., & Rolle, E. (presented 2026, April). Shaping Future Professionals: Industry Perspectives on Graduate Internships. Paper presented at the meeting of Southern States Communication Association, Birmingham, Alabama. (Regional)
- Waters, R. D. (presented 2026, April). Data-Driven Anger and Donations: A Qualitative Discussion with U.S. Fundraisers over the Organizational and Interpersonal Impact of Rage Donating Campaigns. Paper presented at the meeting of Southern States Communication Association, Birmingham, Alabama. (Regional)
- Rolle, E., Ray, E. C., & Waters, R. D. (presented 2026, March). Safe Heard, Safe Word: Examining the Impact of Florida State University on its Response Measures After the 2025 School Shooting Crisis. Paper presented at the AEJMC Midwinter Conference at the University of Tampa.
- Waters, R. D., Gagliano, B., & Merle, P. (presented 2023, April). *The Emergence of Stewardship and Corporate Social Responsibility as Public Relations Strategies by United States' Marathon Organizers*. Paper presented at the meeting of Southern States Communication Association, Frisco, Texas. (Regional)

- Waters, R. D. (presented 2010, August). *Indeed, it does depend: Examining public relations leaders through the lens of the contingency theory of leadership*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, Denver, Colorado. (International)
- Waters, R. D. (presented 2010, August). *It's not a small world after all: Using stewardship in the daily operations of a theme park*. Paper presented at the meeting of Association for Education in Journalism and Mass Communication, Public Relations Division, Denver, Colorado. (International)
- Waters, R. D., & Bortree, D. S. (presented 2009, November). *The impact of inclusive behaviors on adult volunteer retention: An exploratory study using organizational communication*. Paper presented at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Cleveland, Ohio. (National)
- Bortree, D. S., & Waters, R. D. (presented 2009, August). *New dimensions of the organization-public relationship: Exploring the impact of gender and inclusion in the nonprofit organization-volunteer relationship*. Paper presented at the meeting of Association for Education on Journalism and Mass Communication, Public Relations Division, Boston, Massachusetts. (International)
- Waters, R. D., & Bortree, D. S. (presented 2008, August). *Communicating with the millennial generation outside the classroom*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, Chicago, Illinois. (International)
- Waters, R. D. (presented 2008, August). *Rethinking relationship maintenance strategies: Comparing the impact of relationship cultivation strategies on major gift and annual giving donors*. Paper presented at the meeting of Association for Education of Journalism and Communication, Public Relations Division, Chicago, Illinois. (International)
- Bortree, D. S., & Waters, R. D. (presented 2008, May). *Rethinking the organization-public relationship: comparing students' relationships with religious and university-sponsored organizations*. Paper presented at the meeting of International Communication Association, Public Relations Division, Montreal, Quebec, Canada. (International)
- Waters, R. D., & Lord, M. (presented 2008, March). *Advocacy on the internet: Lessons learned from the animal enterprise terrorism act of 2005*. Paper presented at AEJMC Southeast Colloquium, Association for Education on Journalism and Mass Communication, Auburn, Alabama. (Regional)
- Bortree, D. S., & Waters, R. D. (presented 2008, March). *Toward the theory of relationship management: An examination of quality, conflict and support in organization relationships*. Paper presented at the meeting of International Public Relations Research Conference, Miami, Florida. (International)

- Robinson, J. A., Bortree, D. S., Waters, R. D., & Shipka, D. (presented 2007, December). *The portrayal of government agencies on terrorism-related entertainment television*. Paper presented at the meeting of Society for Risk Analysis, San Antonio, Texas. (International)
- Waters, R. D., & Robinson, J. A. (presented 2007, August). *Blogging 101: Issues and approaches to teaching blog management in public relations courses*. Paper presented at the meeting of Association for Education in Journalism and Mass Communication, Public Relations Division, San Francisco, California. (International)
- Waters, R. D., & Tindall, N. T. J. (presented 2007, August). *Coming out to tell our story: The career experiences of gay men in public relations*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, Washington, D.C., USA. (International)
- Waters, R. D. (presented 2007, August). *Comparing the two sides of the donor-nonprofit organization relationship: Applying coorientation methodology to relationship management*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, Washington, D.C., USA. (International)
- Waters, R. D. (presented 2007, August). *The impact of media relations on donations to charitable relief efforts: A test of the agenda setting theory*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Communication Theory and Methodology Division, Washington, D.C., USA. (International)
- Waters, R. D. (presented 2007, August). *The organizational screening of social networking site profiles: Comparing the views of public relations students and professionals*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Careers and Interest Group, Washington, D.C., USA. (International)
- Waters, R. D. (presented 2006, August). *Measuring the donor-nonprofit organization relationship: The impact of relationship cultivation on donor renewal*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, San Francisco, California. (International)
- Waters, R. D. (presented 2006, March). *The impact of enrollment in a fund-raising course: An assessment of attitude and knowledge*. Paper presented at Benchmark 3 Conference, West Coast Data Conference, Phoenix, Arizona. (National)
- Waters, R. D. (presented 2005, November). *Collaborative efforts in the nonprofit sector: A coorientation study*. Paper presented at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Washington, D.C., USA. (International)

Waters, R. D., & Hendren, A. L. (presented 2005, November). *Fund-raising direct mail solicitations and the inoculation theory of persuasion: Testing the link between attitude strengthening and behavior*. Paper presented at the meeting of National Communication Association, Boston, Massachusetts. (National)

Waters, R. D., Kiouisis, S., Hall, M. R., & Kelly, K. S. (presented 2005, November). *Media coverage and charitable giving: A test of the agenda setting theory*. Paper presented at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Washington, D.C., USA. (International)

Waters, R. D. (presented 2005, November). *The practitioner roles of fund raising: Testing the typologies using q-methodology*. Paper presented at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Washington, D.C., USA. (International)

Waters, R. D. (presented 2005, November). *The roles we play: A Q-methodology study of the public relations functions of nonprofit organizations' board members*. Paper presented at the meeting of International Conference of Volunteer Administration, Jacksonville, Florida. (International)

Waters, R. D., & Lemanski, J. (presented 2005, August). *Explaining charitable giving during times of crises: An exploration of two psychological paradigms*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Mass Communication and Society Division, San Antonio, Texas. (International)

Waters, R. D. (presented 2005, August). *Fund raising on the internet: A content analysis of e-Philanthropy trends on the internet sites of the organizations on the Philanthropy 400*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, San Antonio, Texas. (International)

Waters, R. D., Kelly, K. S., & Walker, M. L. (presented 2005, August). *The practitioner roles of fund raising: An assessment of gender differences*. Paper presented at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, San Antonio, Texas. (International)

Waters, R. D. (presented 2005, March). *The changing ethics of fund raising: Agenda setting and the public's concerns*. Paper presented at the meeting of International Public Relations Research Conference, Miami, Florida. (International)

Refereed Papers at Symposia

Waters, R. D. (presented 2022, October). *Big Data or Big Care? Fundraisers Assess the Ethics of Using Algorithms for Digital Rage Donation Campaigns*. In *Media Challenges to Digital Flourishing*. Symposium conducted at the meeting of Penn State University. (National)

Retrieved from <https://www.bellisario.psu.edu/departments/advertising-public-relations/media-challenges-to-digital-flourishing>

Refereed Presentations at Conferences

- Pressgrove, G., McKeever, R., McKeever, B., & Waters, R. D. (presented 2017, May). *Redefining stakeholder support: Connecting perceptions of the organization-public relationship, communicative action, and behavioral intentions*. Presentation at the meeting of International Communication Association, Public Relations Division, San Diego, CA. (International)
- Waters, R. D., & Ott, H. (presented 2016, August). *Communicating social responsibility efforts: A success strategy for nonprofits or a shift from stakeholders' priorities?* Presentation at the meeting of Association for Education of Journalism and Mass Communication Public Relations Division, Montreal, Quebec, Canada. (International)
- Waters, R. D., Gun, C., Niyiora, J., & Saxton Gregory D. (presented 2015, November). *Hashtags for Health? On the Strategic Use of Hashtags in a Multi-sectoral Advocacy Coalition*. Presentation at the meeting of National Communication Association, Public Relations Division, Las Vegas, Nevada. (National)
- Appelman, A. J., Waters, R. D., & Bortree, D. S. (presented 2015, May). *Examining Audience Cultivation and Relationship-Building as a Function of Media Richness*. Presentation at the meeting of International Communication Association, Communication and Technology Division, San Juan, Puerto Rico. (International)
- Waters, R. D., & Bortree, D. S. (presented 2015, March). *It's not about the Money: Comparing Employees' and Volunteers' Relationships with Organizations*. Presentation at the meeting of International Public Relations Research Conference, Miami, Florida. (International)
- Waters, R. D., & Ott, H. (presented 2015, March). *Testing For-profit and Nonprofit Organizations' Corporate Social Responsibility Messaging with the Public: Credibility, Believability, and Formality*. Presentation at the meeting of International Public Relations Research Conference, Miami, Florida. (International)
- Waters, R. D. (presented 2014, October). *Using theory to inform the teaching of fundraising practice*. Presentation at the meeting of Social Theory, Politics and Arts conference, Ottawa, Canada. (International)
- Waters, R. D. (presented 2014, August). *Creating social change with public relations: Strategically using Twitter to turn supporters into vocal advocates*. Presentation at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, Montreal, Quebec, Canada. (International)

- Waters, R. D. (presented 2014, May). *Testing for-profit and nonprofit organizations' use of corporate social responsibility messaging with the public: Credibility, Believability, and Formality*. Presentation at the meeting of International Communication Association, Public Relations Division, Seattle, Washington. (International)
- Waters, R. D., & Saxton, G. D. (presented 2014, April). *What do Stakeholders "Like" on Facebook? Examining Public Reactions to Nonprofit Organizations' Informational, Promotional, and Community-Building Messages*. Presentation at the meeting of West Coast Data Conference, Los Angeles, CA. (Regional)
- Waters, R. D., & Tindall, N. T. J. (presented 2013, August). *Does a professor's gender and professional background influence students' perceptions?* Presentation at the meeting of Association for Education in Journalism and Mass Communication, Public Relations Division, Washington D.C., USA. (International)
- Waters, R. D., & Niebauer, A. T. (presented 2013, August). *Downloadable and streaming: Using the PodCred framework to assess religious podcasts*. Presentation at the meeting of Association for Education of Journalism and Mass Communication, Religion and Media Interest Group, Washington, D.C., USA. (International)
- Waters, R. D., & Bortree, D. S. (presented 2013, August). *Stewardship and involvement: Comparing the impact on nonprofit organizations' relationships with donors and volunteers*. Presentation at the meeting of Association for Education of Journalism and Mass Communication, Public Relations Division, Washington, D.C., USA. (International)
- Waters, R. D., & Feneley, K. F. (presented 2013, May). *Stewardship 1.0 vs. stewardship 2.0: Comparing nonprofits' use of relationship cultivation strategies online*. Presentation at the meeting of International Communication Association, Public Relations Division, London, England. (International)
- Saxton, G. D., & Waters, R. D. (presented 2013, May). *What do stakeholders "like" on Facebook? Examining public reactions to nonprofit organizations' status updates*. Presentation at the meeting of International Communication Association, Public Relations Division, London, England. (International)
- Bortree, D. S., Waters, R. D., & Tindall, N. T. J. (presented 2012, November). *Can public relations improve the workplace? Measuring the impact of stewardship on the employer-employee relationship*. Presentation at the meeting of National Communication Association, Public Relations Division, Orlando, Florida. (National)
- Waters, R. D. (presented 2012, September). *Assessing organizational value through the measurement of the organizational-public relationship*. Presentation at "Creating Public Value in a Multi-Sector, Shared Power World", University of Minnesota Humphrey School of Public Affairs, Minneapolis, Minnesota. (National)

- Waters, R. D. (presented 2012, May). *Explicating a new model of fundraising for the performing arts: An integrated marketing approach to donor cultivation*. Presentation at the meeting of West Coast Data Conference, Denver, Colorado. (Regional)
- Waters, R. D. (presented 2011, November). *Relationship cultivation 1.0 vs. 2.0: Comparing nonprofits' use of internet communication strategies*. Presentation at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Toronto, Canada. (International)
- Waters, R. D., & Bortree, D. S. (presented 2011, August). *Can we talk about the direction of this church?": The impact of responsiveness and conflict on millennials' relationship with religious institutions*. Presentation at the meeting of Association for Education in Journalism and Mass Communication, Religion and Media Interest Group, St. Louis, Missouri. (International)
- Waters, R. D., & Jones, P. M. (presented 2010, November). *Check us out on YouTube: What nonprofit organizations are communicating through video*. Presentation at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Washington, D.C., USA. (International)
- Waters, R. D. (presented 2010, November). *Critically examining fundraising's commitment to diversity recruitment and retention: Testing organizational management and public relations theory*. Presentation at the meeting of Association for Research on Nonprofit Organizations and Voluntary Action, Washington, D.C., USA. (International)

Contracts and Grants

Contracts and Grants Funded

- Waters, R. D. (Oct 2022–Aug 2023). *Assessing the Ethics of Rage Giving Campaigns within the Relationship Management Paradigm of Public Relations*. Funded by FYAP, Florida State University. Total award \$20,000.
- Waters, R. D. (Dec 2013–Dec 2014). *The status of diversity in the public relations profession*. Funded by Public Relations Society of American Foundation. Total award \$10,000.
- Waters, R. D. (Jun 2013–Jun 2014). *Comparing the communication of corporate social responsibility efforts by cooperative ventures between nonprofits and for-profits*. Funded by Arthur W Page Center for Integrity in Public Communication. Total award \$9,900.
- Waters, R. D. (Jul 2011–Jul 2012). *Developing the "Theory of Engaged Communication"*. Funded by Arthur W Page Center for Integrity in Public Communication. Total award \$5,000.

Waters, R. D. (Jul 2010–Jul 2011). *The role of disclosure in social media communication by nonprofit organizations*. Funded by North Carolina State University. Total award \$5,000.

Waters, R. D. (May 2007–May 2008). *Increasing the understanding of major gift fundraising: Applying negotiation theory to charitable giving*. Funded by Institute for Nonprofits. Total award \$3,700.

Waters, R. D. (Aug 2006–Aug 2007). *Exploring the link between leadership and the practice of public relations: an examination of how leadership style influences relationship maintenance strategies*. Funded by Plank Center for Leadership in Public Relations. Total award \$4,500.

Contracts and Grants Denied

Waters, R. D. (Oct 2022). *Encouraging Civic Participation or Watching Quietly from the Sidelines: Testing the Correlation of Leon County's Nonprofit Organizations Social Media Conversations and Voter Turnout Rates*. Submitted to Institute of Politics, Florida State University. Unspecified award amount.

Service

Florida State University

FSU University Service

Liaison for SCOM Teaching Associate, Program for Instructional Excellence (2023–2025).

FSU College Service

Researcher / PI, Alumni Relations Research Committee (2024–present).

Library Liaison, CCI School of Communication Library Liaison (2022–present).

Application reviewer, IMC Admissions and Advisory Committee (2022–present).

FSU Department Service

Chair, Strategic Communication Faculty Search Committee (2026).

Member, Promotion & Tenure Committee (2026-2028).

Member, Advertising Admissions Committee (2025-present).

Team Leader/Mentor, Direct Effect Innovation Challenge (2024).

Blind paper reviewer and mentor, SCOM Graduate Student Research Conference (2023–present).

Area Head, Public Relations/Advertising/IMC (2023–present).

Assistant, SCOM Graduation Committee (2023–present).

Member, Faculty Search Committee (2023–2024).

Member, Public Relations Admissions Committee (2022–present).

The Profession

Editorial Board Membership(s)

Journal of Philanthropy & Marketing (2017–present).

Journal of Public Interest Communication (2017–present).

Journal of Promotion Management (2015–present).

Public Relations Review (2014–present).

Journal of Nonprofit and Public Sector Marketing (2009–present).

Journal of Public Relations Research (2009–present).

International Review on Public and Nonprofit Marketing (2012–2020).

International Journal of Volunteer Administration (2008–2014).

Service to Professional Associations

Chair of Past Heads Committee, Second term as Past Heads Committee Chair, Association for Education in Journalism and Mass Communication, Public Relations Division (2025–present).

Judge, Nonprofit Public Relations Award by PRNews (2016–present).

Chair of Bylaws Task Force, Reviewed and updated Public Relations Division bylaws from the 1980s to reflect current activities, AEJMC Public Relations Division (2023).

Director of AEJMC Public Relations Division Virtual Conference, Association for Education in Journalism and Mass Communication, Public Relations Division (2017–2023).

Chair of Past Heads Committee, Completed 3-years as head of PRD Past Heads Committee, Association for Education in Journalism and Mass Communication, Public Relations Division (2019–2022).

Head of PRD Division, Completed 4-year rotation through leadership (Head-Vice Head-Vice Head Elect-Secretary), Association for Education in Journalism and Mass Communication, Public Relations Division (2017–2018).

Chair, Completed 3-year sequence of leadership rotation (Chair-Vice Chair-Secretary), Public Relations Society of America, Association/Nonprofit Professional Section (2012–2015).