

CLERK OF THE COURT

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Attorneys for Plaintiff,  
James McGibney

**DISTRICT COURT  
CLARK COUNTY, NEVADA**

JAMES MCGIBNEY,

Plaintiff,

vs.

HUNTER MOORE,

Defendant.

Case No.: A-12-667156-C

Dept. No.: XXIV

**AFFIDAVIT OF COLLEEN CONNOLLY-AHERN**

I, COLLEEN CONNOLLY-AHERN, do hereby swear under penalty of perjury that the following assertions are true to the best of my knowledge and belief.

1. I am an Associate Professor of Advertising and Public Relations at the Pennsylvania State University and have been retained in this matter to evaluate the Plaintiff's basis for damages on his defamation claims against Defendant Hunter Moore.

2. A true and correct copy of my *curriculum vitae* is attached to this affidavit as Exhibit A. From 2004 to 2010, I was an Assistant Professor of Communication, Advertising and Public Relations at the Pennsylvania State University. From 2010 to the present, I have been an

1 Associate Professor of Communication, Advertising and Public Relations at the Pennsylvania State  
2 University.

3 3. I earned my Doctor of Philosophy in Communications from the University of  
4 Florida in 2004. From 2002-2004, I taught a number of communications courses at the University  
5 of Florida, including Intro to Public Relations, Advertising Campaigns, Advertising Sales and  
6 International Advertising.

7  
8 4. I previously earned my Master of the Arts in Mass Communication with distinction  
9 from the University of Florida in 2002. During my Master's program, I was a Marion Brechner  
10 Freedom of Information Fellow. Prior to that, I received a Bachelor of Arts in History from  
11 Georgetown University in 1987.

12  
13 5. As part of my duties as an Associate Professor, I teach upper-level communication  
14 courses including Research Methods in Advertising and Public Relations, Advertising Campaigns,  
15 Content Analysis Methodology, International and Intercultural Strategic Communications, and  
16 Qualitative Research Methods.<sup>1</sup> My teaching and research emphasize research and analysis of the  
17 effects of mass communication, quantitatively and qualitatively.

18  
19 6. Upon being retained in this matter, I reviewed the statements at issue within the  
20 Complaint, researched the Parties' relative positions within the media, and analyzed extant research  
21 on models of harms from widely broadcast defamation. I base the findings discussed herein upon  
22 that research.

23  
24 <sup>1</sup> Selected examples include Connolly-Ahern, C., Schejter, A., & Obar, J.A. (2012). The Poor  
25 Man's Lamb revisited: Assessing the state of LPFM at its 10th anniversary. *The Communication  
26 Review*, 15, 21-44; Connolly-Ahern, C., Grantland, S., & Cabrera-Bankus, M. (2010). The effects  
27 of attribution of VNRs and risk on news viewers' assessments of credibility. *Journal of Public  
28 Relations Research*, 22(1), 49-64; Connolly-Ahern, C., & Broadway, S.C. (2007). The importance  
of appearing competent: An analysis of corporate impression management strategies on the World  
Press freedom and religion: Measuring an association between press freedom and religious  
composition. *Journal of Media and Religion*, 6(1), 63-76.

1 7. Plaintiff James McGibney is the main operator and public face of numerous online  
2 properties owned by ViaView, Incorporated and its subsidiary company, CheaterVille,  
3 Incorporated. McGibney regularly talks to the press about important issues such as bullying and  
4 infidelity, and makes regular appearances on behalf of the Internet social media services  
5 BullyVille, found at <bullyville.com>, and CheaterVille, found at <cheaterville.com>. These  
6 media appearances have included Univision, The Dr. Phil Show, The Anderson Cooper Show, The  
7 Maury Povich Show, Extra!, KSNV My News 3 (Las Vegas' NBC affiliate station), KXTL Fox 40  
8 (Sacramento, California's FOX affiliate station), The Huffington Post, The Las Vegas Sun,  
9 BetaBeat, among others. A search of McGibney's name via any major search engine (google.com,  
10 bing.com and yahoo.com) results in thousands of hits indicating his position as an advocate for  
11 personal responsibility.  
12

13  
14 8. Defendant Hunter Moore is best known for operating the controversial website Is  
15 Anyone Up, which is considered a pioneer of the involuntary pornography genre. Is Anyone Up  
16 solicited and posted nude photographs of men and women without their consent to be displayed on  
17 the site. Moore, who publicly promoted the site through parties and media events, often added  
18 animated commentary to the images. Additionally, Moore apparently mocked lawful attempts to  
19 have copyright-infringing images removed from his site.<sup>2</sup>  
20

21 9. In April 2012, McGibney's company, ViaView Incorporated, purchased the  
22 <isanyoneup.com> domain name from Hunter Moore and discontinued the "involuntary  
23 pornography" aspect of the website's operations. Reports of the sale from online news sources are  
24  
25  
26

27 <sup>2</sup> Camille Dodero, *Hunter Moore Makes a Living Screwing You*, The Village Voice (April 4, 2012),  
28 available at <http://www.villagevoice.com/2012-04-04/news/venge-porn-hunter-moore-is-anyone-up/full/> (last accessed Feb. 20, 2013).

1 generally positive, indicating the move was designed to protect victims from being exposed on  
2 Moore's "involuntary pornography" scheme.

3 10. Since ViaView's acquisition of the <isanyonenp.com> domain name, Moore has  
4 appeared on The Anderson Cooper Show, been the subject of a feature piece by Rolling Stone  
5 magazine, been interviewed by Vice, and appeared in various other media including radio talk  
6 shows. A search of Moore's name via any major search engine (google.com, bing.com and  
7 yahoo.com) results in thousands of hits indicating his position as a provocateur and unofficial  
8 spokesperson for the "grey areas" of Internet pornography.

9  
10 11. Moore maintains an active presence on the microblogging and social networking  
11 site Twitter, which is operated by Twitter, Incorporated. Moore's Twitter account, identified as  
12 @huntermoore, is accessible at <twitter.com/huntermoore>. Moore has close to 140,000 followers  
13 - individuals who receive his "tweets" republished in their individual Twitter subscriptions.

14  
15 12. When Moore disseminated his statements about Plaintiff McGibney (that he  
16 possessed child pornography and was a pedophile), they were not just visible to Twitter's users and  
17 Moore's followers, but potentially to the entire Internet. In addition, Moore's followers could  
18 and did - republish Moore's statements at issue in this litigation to *their own* followers in a process  
19 known as "cascading," allowing for the possibility of exponential dissemination of the comments.  
20 A search of major search engines easily identifies thousands of results that include Moore's claims.

21  
22 13. Moore's fame and visibility contributes mightily to the number of people who a)  
23 have seen or heard his statements concerning McGibney, and b) the number of individuals who  
24 believed Moore's statements to be true, thus harming McGibney's reputation.

25  
26 14. According to research Moonweon Rhee and Michael Valdez published in the  
27 Academy of Management Review, a key factor in the ability to repair a damaged reputation is the  
28 external visibility of the reputation damaging event. Because of Moore's status as a quasi-celebrity

1 and public figure, a larger-than-normal percentage of people are inclined to believe his statements  
2 as truthful. [Rhee, M., & Valdez, M.L. (2009). Contextual factors surrounding reputation damage  
3 with potential implications for reputation repair. *Academy of Management Review*, 34(1), 146-168.]

4 15. McGibney could correct Moore's statements and the harm they caused to his  
5 reputation through remedial action. Seeger and Padgett refer to this as "discourse of renewal"  
6 [Seeger, M. W., & Griffin Padgett, D. R. (2010). From image restoration to renewal: Approaches to  
7 understanding postcrisis communication. *Review Of Communication*, 10(2), 127-141.] Such action  
8 includes this litigation (and its attendant costs and attorneys' fees) which come under the fourth  
9 provision of discourse of renewal, known as "ethical communication grounded in core values."  
10 Other forms of discourse may further include advertisements and public relations efforts to correct  
11 Moore's statements.  
12

13 16. Given the reach and perceived credibility of Moore based upon his celebrity, any  
14 effort McGibney took to correct Moore's statements may prove very costly, depending on the types  
15 of media used and the amount of time needed to produce awareness of the false nature of Moore's  
16 claims.  
17

18 17. Moreover, any action McGibney takes bears the risk of people who had not been  
19 exposed to Moore's statements becoming aware of them, and possibly believing them despite  
20 McGibney's correction, as indicated by search engine results, which lead those looking for  
21 information about McGibney back to Moore's claims. Research indicates that the credibility of a  
22 spokesperson like McGibney is derived from a combination of perceived attractiveness, expertise  
23 and trustworthiness [Miller, F. M., & Laczniak, G. R. (2011). The Ethics of Celebrity-Athlete  
24 Endorsement. *Journal Of Advertising Research*, 51(3), 499-510.] The persistence of Moore's  
25 statements online may serve to reduce assessments of both attractiveness and trustworthiness of  
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28

1 McGibney as a spokesperson for the anti-bullying and anti-cheating movements, thus reducing his  
2 ability to earn a living from public speaking engagements.

3 18. Research indicates that attempting to correct false statements with corrective  
4 advertising may have unintended, negative effects, serving to cement, rather than negate, the  
5 perception of wrong-doing. [Darke, P., Ashworth, L., & Ritchie, R. (2008). Damage from  
6 Corrective Advertising: Causes and Cures. *Journal Of Marketing*, 72(6), 81-97.] In sum, despite  
7 any corrective efforts McGibney may take in light of Moore's false, harmful statements, Moore's  
8 claims may continue to cause reputational harm to McGibney that he may never be able to  
9 remediate fully, and which may affect his livelihood and business reputation in the future.  
10

11 19. Finally, given the nature of Moore's statements -- accusing McGibney of possessing  
12 child pornography -- and McGibney's role as the founder and principal officer of a burgeoning  
13 internet business, Moore's harm to McGibney is ongoing to the extent that statements are  
14 encountered by those seeking background information on McGibney before, for example, deciding  
15 on hiring him for public speaking engagements on the topic of bullying, and may affect McGibney  
16 for some time.  
17

18 20. In addition to professional harms, the mere accusation of pedophilia or child  
19 pornography can remove a person from contention for a number of positions and roles involving  
20 children, such as coaching or other volunteer positions. As I am aware that McGibney has two  
21 young sons, this could be potentially personally devastating. Given the fact that people often find  
22 this information, and do not confront the subject, McGibney could suffer such damage to his  
23 reputation, and lose opportunities without ever even knowing that he lost them or why.  
24

25 21. One of the downsides of the Internet has been its role in facilitating the availability  
26 and distribution of this unlawful material. Because of the significant criminal penalties associated  
27  
28

1 with child pornography, online businesses are wary of any connection with it, and fight strongly  
2 against its presence anywhere on the World Wide Web.<sup>3</sup>

3 22. Thus, Moore's widely read statement that McGibney possessed child pornography  
4 while running an online business is especially harmful.

5 23. Based on the research cited above above, it is likely that some percentage of  
6 Moore's more than 100,000 Twitter followers believed Moore's false statements about McGibney  
7 to be true.

8 24. Because of Moore's celebrity, the accusations continue to be discussed in news  
9 items both directly and indirectly related to McGibney.

10 25. Such accusations can lead to a "lost opportunity" cost, whereby McGibney's  
11 supposed link to "pedophilia" may exclude him from the consideration of those looking for  
12 motivational speakers, which represents a significant portion of the income McGibney counts on in  
13 the future.

14 26. Based on the damage caused by Moore's statements and the number of individuals  
15 who believed Moore's claims to be accurate, McGibney has suffered potential career-long  
16 reputational harm.

17 27. I am aware that McGibney is claiming damages of \$250,000. In my professional  
18 opinion this may not be an unreasonable amount, depending upon future income lost, the  
19 persistence of inaccurate, negative information in the Internet environment, and the likelihood  
20 substantial costs may be necessary to restore McGibney's reputation.

21 28. My hourly rate for providing expert testimony is \$300.00/hour.

22 29. I have not served as an expert witness within the last four years.

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28 <sup>3</sup> See Association of Sites Advocating Child Protection, <http://www.asacp.org/>.

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FURTHER YOUR AFFIANT SAYETH NAUGHT.

Executed this 28th day of February, 2013 in State College, Pennsylvania.

Colleen Connolly-Ahern

Commonwealth of Pennsylvania

County of Centre

February 28, 2013

On December 26, 2012, Colleen Connolly-Ahern acknowledged this instrument and provided her driver's license for identification.

Nicole D. Harter, notary public

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Nicole D. Harter, Notary Public  
Patton Twp., Centre County  
My Commission Expires Dec. 7, 2014  
PENNSYLVANIA ASSOCIATION OF NOTARIES



# EXHIBIT A



1999 - 2002 University of Florida Gainesville, FL  
*Master of Arts in Mass Communication, With Distinction*  
*Marion Brechner Freedom of Information Fellow*

- Thesis: Hyperlink proximity: An assessment of pharmaceutical Web site advertising in the absence of FDA regulation
- Chair: Sandra F. Chance, J.D.

1981 - 1987 Georgetown University Washington, DC  
*Bachelor of Arts in History*

#### GRADUATE TEACHING EXPERIENCE

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2002 - 2004 University of Florida Gainesville, FL

- Intro to Public Relations (PUR 3000)
- Intro to Public Relations Teaching Assistant (PUR 3000)
- Advertising Campaigns (ADV 4800)
- Advertising Sales (ADV 3502)
- International Advertising (ADV 4400)

#### RELEVANT PROFESSIONAL EXPERIENCE

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1994 - 2004 Abbey Lane Marketing Gainesville, FL  
*President*

- Owned and operated a marketing communications firm serving clients from the banking, publishing and education business areas.

1992 - 1994 *USA Today* New York City, NY  
*Promotion Manager*

- Supervised a staff of three in the production of promotion materials and sales presentations for the advertising sales staff of a national newspaper. Fulfilled advertorial projects, supervised designers and copywriters.
- Completed Gannett's Management Development Program.

1990 - 1992 *Marine Log Magazine* New York City, NY  
*Managing Editor*

- Produced a monthly trade magazine for shipping and cruising industry. Wrote monthly feature articles. Copy edited all staff and freelance articles. Created monthly layout budget.
- Supervised transfer of magazine from paste-up to desktop publishing.

#### PUBLISHED MANUSCRIPTS

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Connolly-Ahern, C., Schejter, A., & Obar, J.A. (2012). The Poor Man's Lamb revisited: Assessing the state of LPFM at its 10<sup>th</sup> anniversary. *The Communication Review*, 15, 21-44.

- Grantham, S., Ahern, L. & Connolly-Ahern, C. (2011). Amplifying risk to activate protection motivation: Merck's Gardasil campaign. *Communication Research Reports*, 28(4), 318-326.
- Connolly-Ahern, C., Castells i Talens, A. (2010). The role of indigenous peoples in Guatemalan political advertisements: An ethnographic content analysis. *Communication, Culture and Critique*, 3(3), 310-333.
- Yu, N., Ahern, L.A., Connolly-Ahern, C., & Shen, F. (2010). Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification. *Health Communication*, 25(8), 692-699.
- Connolly-Ahern, C., Grantham, S., & Cabrera-Baukus, M. (2010). The effects of attribution of VNRs and risk on news viewers' assessments of credibility. *Journal of Public Relations Research*, 22(1), 49-64.
- Connolly-Ahern, C., Ahern, L., & Bortree, D.S. (2009). The effectiveness of stratified constructed week sampling for content analysis of electronic archives: AP Newswire, Business Wire and PR Newswire. *Journalism & Mass Communication Quarterly*, 86(4), 862-883.
- Connolly-Ahern, C. & Broadway, S.C. (2008). "To booze or not to booze?" Newspaper coverage of Fetal Alcohol Spectrum Disorders. *Science Communication*, 29(3), 362-385.
- Connolly-Ahern, C., & Broadway, S.C. (2007). The importance of appearing competent: An analysis of corporate impression management strategies on the World Wide Web. *Public Relations Review*, 33(3), 343-345.
- Connolly-Ahern, C., & Golan, G. (2007). Press freedom and religion: Measuring an association between press freedom and religious composition. *Journal of Media and Religion*, 6(1), 63-76.
- Dimitrova, D., & Connolly-Ahern, C. (2007). A tale of two wars: Framing analysis of online news sites in coalition countries and the Arab world during the Iraq war. *The Howard Journal of Communications*, 18(2), 153-168.
- Molleda, J.C., Connolly-Ahern, C., & Quinn, C. (2005). Cross-national conflict shifting: Expanding a theory of global public relations management through quantitative content analysis. *Journalism Studies*, 6(1), 87-102.
- Herrero, J.C., & Connolly-Ahern, C. (2004). Origen y evolución de la propaganda política en la España democrática (1975-2000): Análisis de las técnicas y de los mensajes en las elecciones generales del año 2000. *Doxa Comunicación*, 2, 151-172.
- Dimitrova, D., Connolly-Ahern, C., Williams, A.P., Kaid, L.L., & Reid, A. (2003). Hyperlinking as gatekeeping: Online newspaper coverage of the execution of an American terrorist. *Journalism Studies*, 4(3), 401-414.

Connolly-Ahern, C., & Kaid, L.L. (2002). Corporate advertising as political advertising: Patriotic messages in the aftermath of 9-11. *Journal of Political Marketing*, 1(4), 95-99.

#### LAW REVIEW ARTICLES

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Chance, S.F., & Connolly-Ahern, C. (2001). A vote of confidence? Florida's public records law and the 2000 presidential election recounts: Could it happen in any other state? *Journal of Law and Public Policy*, 13(1), 135-152.

#### INVITED BOOK CHAPTERS

---

Connolly-Ahern, C. & Ahern, L. (In press). Behind the green curtain: Constructing the green consumer with contemporary environmental advertising. In Matthew P. McAllister & Emily West (Eds.), *The Routledge Companion to Advertising and Promotional Culture*. New York: Routledge.

Connolly-Ahern, C., & Herrero, J.C. (2008). Politics and impression management in Spanish advertising. In L.L. Kaid (Ed.), *The EU Expansion: Communicating Shared Sovereignty in the Parliamentary Elections*. New York: Peter Lang Publishers.

Connolly-Ahern, C., & Herrero, J.C. (2006). Political advertising in Spain and Portugal. In C. Holtz-Bacha & L.L. Kaid (Eds.), *The Sage Handbook of Political Advertising*. New York: Sage, pp. 97-108.

#### ENCYCLOPEDIA ENTRIES

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Connolly-Ahern, C. (2010). "Alcohol, Risk Communication For." In *The Encyclopedia of Science and Technology Communication*, edited by Susanna Hornig Priest. New York: Sage.

Connolly-Ahern, C. (2008). "Federal Trade Commission." In *The Encyclopedia of Political Communication*, Volume 2, edited by Lynda Lee Kaid and Cristina Holtz-Bacha. New York: Sage.

Connolly-Ahern, C. (2008). "Impression Management." In *The Encyclopedia of Political Communication*, Volume 2, edited by Lynda Lee Kaid and Cristina Holtz-Bacha. New York: Sage.

Connolly-Ahern, C. (2008). "Strategic Communication." In *The Encyclopedia of Political Communication*, Volume 2, edited by Lynda Lee Kaid and Cristina Holtz-Bacha. New York: Sage.

#### REPRINTS

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Dimitrova, D., Connolly-Ahern, C., Williams, A.P., Kaid, L.L., & Reid, A. (2008). Hyperlinking as gatekeeping: Online newspaper coverage of the execution of an American terrorist. In R. Franzosi (Ed.), *Sage Benchmarks*

in *Social Science Research Methods' Content Analysis*. New York: Sage.

#### HONORS AND AWARDS

---

2008	Top Three Faculty Paper Public Relations Division, AEJMC
2007	Top Two Faculty Paper Science Communication Interest Group, AEJMC
2005	Top Paper Session Public Relations Division, ICA
2004	Top Three Student Paper Public Relations Division, AEJMC
2004	Outstanding Graduate Student Teacher College of Journalism and Mass Communication University of Florida
2003	Top Paper PRSA Educators Academy, PRSA
2003	Top Student Paper Law Division, AEJMC
2003	ICA Graduate Teaching Award Advertising—University of Florida
2002	Top Four Faculty/Student Paper Public Relations Division, AEJMC
2001	Elected to Phi Kappa Phi National Honor Society

#### FUNDED RESEARCH

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##### **Completed**

“A Strategy, Acquisition, and Revenue Model of Evangelical Radio Networks” (2008-2009)

- Co-Principal Investigator
- Social Science Research Council
- \$7,500

Fetal Alcohol Spectrum Disorder Awareness Campaign

- Co-Principal Investigator
- Pennsylvania Department of Health
- \$100,000 (2006-2007); \$100,000 (2007-2008)

“Use of political communications in Guatemalan presidential elections”

- Principal Investigator
- Summer Research Grant 2007, College of Communications, Pennsylvania State University
- \$3,500

“The Effect of Video News Release Attribution on Credibility and Risk Assessment”

- Co-Principal Investigator
- Arthur W. Page Foundation, Page Legacy Scholar 2006/2007
- \$3,000

#### REFEREED CONFERENCE PAPERS

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Worawongs, W., & Connolly-Ahern, C. (August, 2011). Private labeling, crisis communication and media influence: The Menu Food pet food recall. Presented to the Public Relations Division, AEJMC, St. Louis, MO.

Grantham, S., Connolly-Ahern, C., & Ahern, L.A. (December, 2009). One Less: Television advertising and awareness of HPV risk among young women. Presented to the Society for Risk Analysis Annual Meeting, Baltimore, MD.

Connolly-Ahern, C., Schejter, A., Obar, J., & Martinez-Carrillo, N.I. (September, 2009). A slice of the pie: Examining the state of the Low Power FM Radio Service in 2009. Presented to the Research Conference on Communication, Information and Internet Policy (TPRC), Arlington, VA.

Connolly-Ahern, C., & Castells i Talens, A. (June, 2009). The role of indigenous people in Guatemalan political advertisements: An ethnographic content analysis. Presented to the Mass Media and Popular Culture Track, Latin American Studies Association, Rio de Janeiro, Brazil.

Connolly-Ahern, C., Grantham, S., & Cabrera-Baukus, M. (August, 2008). The effects of attribution of VNRs and risk on news viewers' assessments of credibility. Presented to the Public Relations Division, AEJMC, Chicago, IL.

Yu, N., Ahern, L.A., Connolly-Ahern, C., & Shen, F. (August, 2008). Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification. Presented to the Science Communication Interest Group, AEJMC, Chicago, IL.

Connolly-Ahern, C. (August, 2007). Agenda-tapping: Conceptualizing the relationship between news coverage, fund raising and the First Amendment. Presented to the Public Relations Division, AEJMC,

Washington, DC.

Connolly-Ahern, C., & Broadway, S.C. (August, 2007). "To booze or not to booze?" Newspaper coverage of Fetal Alcohol Spectrum Disorders. Presented to the Science Communication Interest Group, AEJMC, Washington, DC.

Grantham, S., Connolly-Ahern, C. & Cabrera-Baukus, M. (December, 2006). The effects of attributions of VNRs on new viewers' assessments of credibility and risk. Society for Risk Analysis Annual Meeting, Baltimore, MD.

Connolly-Ahern, C. (August, 2006). Excuse us, please: Examining the effect of excuses on corporate credibility after an adverse incident. Presented to the Public Relations Division, AEJMC, San Francisco, CA.

Broadway, S.C., & Connolly-Ahern, C. (August, 2005). A prescription for self-presentation: An analysis of impression management strategies on health Web sites. Presented to the Science Communication Interest Group, AEJMC, San Antonio, TX.

Dimitrova, D., & Connolly-Ahern, C. (August, 2005). A tale of two wars: Framing analysis of online news sites in coalition countries and the Arab world during the Iraq war. Presented to the International Communication Division, AEJMC, San Antonio, TX.

Connolly-Ahern, C. (May, 2005). Assessing the relative credibility of excuses offered in editorial content and advertising in two cultures. Paper presented to the Public Relations Division, ICA, New York City, NY.

Connolly-Ahern, C., & Broadway, S.C. (July, 2004). The importance of appearing competent: An analysis of corporate impression management strategies on the World Wide Web. Presented to the Public Relations Division, AEJMC, Toronto, ON, Canada.

Connolly-Ahern, C. (November, 2003). Accounting through advertising: A proposal for applying the Triangle Model of Responsibility to corporate advocacy advertising. Presented to the Student Division, NCA, Miami, FL.

Molleda, J.C., Connolly-Ahern, C., & Quinn, C. (October, 2003). Cross-national conflict shifting: Expanding a theory of global public relations management through quantitative content analysis. Presented to the PRSA Educators Academy, New Orleans, LA.

Herrero, J.C., & Connolly-Ahern, C. (September, 2003). Learning from mistakes? A comparison of the techniques and messages in the 1996 and 2000 Spanish national elections. Presented to the Sixth Annual Political Marketing Conference, London, England.



Connolly-Ahern, C. (July, 2003). Hyperlink proximity: An operationalization of FDA-mandated fair balance on pharmaceutical Web sites. Presented to the Law Division, AEJMC, Kansas City, MO.

Golan, G., & Connolly-Ahern, C. (July, 2003). Press freedom and religion: Measuring an association between press freedom and religious composition. Presented to the Religion and Media Interest Group, AEJMC, Kansas City, MO.

Dimitrova, D.V., Connolly-Ahern, C., Reid, A., Williams, A. P., & Kaid, L.L. (August, 2002). Hyperlinking as gatekeeping: Online newspaper coverage of the execution of an American terrorist. Presented to the Newspaper Division, AEJMC, Miami Beach, FL.

Molleda, J.C., & Connolly-Ahern, C. (August, 2002). Cross-national conflict shifting: A conceptualization and expansion in an international public relations context. Presented to the Public Relations Division, AEJMC, Miami Beach, FL.

Connolly-Ahern, C. (March, 2001). Advertising and the challenge to national sovereignty: International implications of direct-to-consumer drug advertising on the Internet. Presented to the Law Division, AEJMC Southeast Regional Colloquium, Columbia, SC.

#### INVITED PANEL PRESENTATIONS

---

Connolly-Ahern, C. (August, 2009). Characterizations of family in information subsidies during the 2008 election: A qualitative content analysis. Presented to a Mini-Plenary of the Mass Communication and Society, Communication Technology, Cultural and Critical Studies Divisions and the Commission on the Status of Women, AEJMC, Boston, MA.

Connolly-Ahern, C. & Martinez-Carillo, N.I. (August, 2009). Changing gears: Framing Cristina Fernández de Kirchner's presidential bid. Presented to the Commission on the Status of Women and the International Communication Division, AEJMC, Boston, MA.

Connolly-Ahern, C. (September, 2006). News coverage in the 2003 Gulf War: A view from Latin America. Presented to Global Fusion, Chicago, IL.

Connolly-Ahern, C., & Kaid, L.L. (November, 2003). Branding a crisis: Corporate advertising as political advertising after 9-11. Presented to the Political Communication Division, NCA, Miami, FL.

Connolly-Ahern, C., Williams, A.P., Flowers, K., Floyd, S., Khang, H., & Mills, L. (July, 2002). Look who's talking: The role of media narcissism in the news coverage of the September 11, 2001 terrorist attacks. Presented to the Political Communication Division, ICA, Seoul, South Korea.

Dimitrova, D. V., Connolly-Ahern, C., Williams, A. P., Reid, A., & Kaid, L.L (July, 2002). Online newspaper coverage of the execution of an American terrorist. Presented to the Political Communication Division, ICA, Seoul, South Korea.

#### SERVICE TO THE PROFESSION

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2010-2012	Editorial Board Member <i>Journal of Public Relations Research</i>
2011-2012	Chair, Nominating Committee Public Relations Division, AEJMC
2010-2011	Head Public Relations Division, AEJMC
2009-2010	Vice-Head Public Relations Division, AEJMC
2008-2009	Vice-Head Elect Public Relations Division, AEJMC
2005-2008	Co-Chairwoman, Suzanne A. Roschwalb Award for International Study and Research, Public Relations Division, AEJMC
2003 - 2004	Vice-Head, Graduate Education Interest Group, AEJMC
2002 - 2003	Secretary, Graduate Education Interest Group, AEJMC

#### SERVICE TO THE UNIVERSITY

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Spring 2012	Graduate Council Member <i>Penn State University Graduate Council</i>
2011-2012	Faculty Senator <i>Penn State University Faculty Senate Member, Global Programs Committee</i>
2006-2010	Member, Advisory Board <i>La Vie, The Penn State Yearbook</i>

#### SERVICE TO THE COLLEGE AND DEPARTMENT

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Fall 2011	Member, Graduate Comprehensive Exam Task Force College of Communications, Penn State University
-----------	--

- 2010-2012 Member, Department Promotion and Tenure Committee  
College of Communications, Penn State University
- 2007-2009 Member, Graduate Committee  
College of Communications, Penn State University
- 2005-2007 Member, Scholarship Committee  
College of Communications, Penn State University
- 2004-2007 Member, Faculty Search Committees:  
Advertising; Public Relations; Professional in Advertising  
College of Communications, Penn State University
- 2005-2006 Member, SRTE Review Committee  
College of Communications, Penn State University
- 2005-2006 Member, Faculty Search Committees:  
Advertising; Public Relations; Professional in Advertising  
College of Communications, Penn State University
- 2004-2005 Member, Advertising/Public Relations Graduate  
Curriculum Committee  
College of Communications, Penn State University
- 2003 - 2004 Graduate Committee, University of Florida College of  
Journalism and Mass Communication
- 2001 - 2002 Research Committee, University of Florida College of  
Journalism and Mass Communication