

# Rachelle L. Pavelko

*Associate Professor*

Bradley University, Department of Communication  
Caterpillar Global Communications Center 322  
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## ACADEMIC EXPERIENCE

### Bradley University

- *Associate Professor with tenure*, Department of Communication, Slane College of Communications and Fine Arts (May 2023-present)
- *Assistant Professor*, Department of Communication, Slane College of Communications and Fine Arts (August 2017-May 2023)

### Indiana University

- *Graduate Assistant*, Ernie Pyle School of Journalism and The Media School (August 2013– May 2017)

## EDUCATION

- *Indiana University*, Ph.D. in Mass Communication (2017)
  - Dissertation: “Beyond stigma: Developing and testing a scale of perceived trivialization of mental illness”
  - Advisor: Jessica Gall Myrick, Ph.D.
- *The University of Memphis*, M.A. in Journalism (2011)
- *Ohio Northern University*, B.A. in Journalism, Minor in Art with an option in Graphic Design (2009)

## RESEARCH AREAS

- Health Communication
- Media Effects
- Entertainment Media
- Digital Media

## TEACHING AREAS

- Strategic Communication Writing
- Public Relations
- Social Media
- Health Communication

## AWARDS AND HONORS

- Bradley University Caterpillar Faculty Achievement Award for Scholarship (2022)
- Bradley University Faculty Scholarship Award, Office of Sponsored Research (2022)
- Panhellenic and Interfraternity Councils Spring 2022 Professor of the Semester (May 2022)
- Bradley University Sigma Tau Delta’s Professor Night Certificate of Appreciation (2018-2019)
- Association for Education in Journalism and Mass Communication (AEJMC) Communicating Science, Health, Environment and Risk (ComSHER) Division 3<sup>rd</sup> place Article of the Year (August 2018)
- Bradley University Faculty Development Grant, Online Course Design Institute (2018)
- Faculty Development Grant, Bradley University Center for Teaching Excellence and Learning Writing Intensive Workshop (2018)

- Indiana University Graduate Student Judge for the Peabody Awards in Electronic Journalism (Spring 2017)
- Indiana University College of Arts and Sciences Travel Award (Spring 2015)
- Indiana University Media School Graduate Assistantship (2013 – 2016)
- Indiana University Media School Fellowship (2013 – 2016)
- University of Memphis Journalism Department Outstanding Graduate Student of the Year (2011 – 2012)
- University of Memphis Kappa Tau Alpha Inductee (2011)
- University of Memphis Journalism Department Olin Morris Graduate Fellowship (2010 – 2011)
- Ohio Northern University Sigma Tau Delta Inductee (2008)
- Ohio Northern University Dean’s Scholarship (2005)

## PUBLICATIONS

### Refereed Publications

- Wang, T. & **Pavelko, R.** (in press). Engaging audience on social media: The persuasive impact of fit between humor and regulatory focus in health messages. *Health Communication*.  
<https://doi.org/10.1080/10410236.2023.2218532>
- Wang, T. & **Pavelko, R.** (in press). Creating persuasive health messages on social media: Effects of humor and perceived efficacy on health attitudes and intentions. *Health Marketing Quarterly*.  
<https://doi.org/10.1080/07359683.2022.2109396>
- Myrick, J. G., **Pavelko, R. L.**, & Cohen, O. (in press). Online emotional social support. In R. Nabi & J. Myrick (Eds.), *Our online emotional selves: The link between new media technologies and emotional experience*. Oxford University Press.
- Pavelko, R. L.**, & Barker, C. (advance online publication). It really works!: Qualitative content analysis of multi-level marketing organizations’ online promotional messaging and recruitment strategies. *Women’s Studies in Communication*. <https://doi.org/10.1080/07491409.2022.2053625>
- Pavelko, R. L.**, & Wang, T. (2021). Love and basketball: Audience response to a professional athlete’s mental health proclamation. *Health Education Journal*, 80(6), 635-647.  
<https://doi.org/10.1177/00178969211006161>
- Pavelko, R. L.**, & Myrick, J. G. (2019). Muderinos and media effects: How the *My Favorite Murder* podcast and its social media community may promote well-being in audiences with mental illness. *Journal of Radio & Audio Media*, 27(1), 151-169.  
<https://doi.org/10.1080/19376529.2019.1638925>.
- Pavelko, R. L.**, & Myrick, J. G. (2019). Measuring trivialization of mental illness: Developing a scale of perceptions that mental illness symptoms are beneficial. *Health Communication*. 1-9.  
[doi:10.1080/10410236.2019.1573296](https://doi.org/10.1080/10410236.2019.1573296).
- van Driel, I. I., Myrick, J. G., **Pavelko, R. L.**, Grabe, M. E., Hendriks Vettehen, P. G. J., Kleemans, M., & Schaap, G. (2018). The role of media use in the genderization of disease: The interplay of sex, culture, and cultivation. *The International Journal of Communication and Health*, 13, 1-10.

- Myrick, J. G., & **Pavelko, R. L.** (2017). Examining difference in audience recall and reaction between mediated portrayals of mental illness as trivializing versus stigmatizing. *Journal of Health Communication, 22*(11), 876-884. doi: 10.1080/10810730.2017.1367338
- Pavelko, R. L.**, Myrick, J. G., Verghese, R. S., & Hester, J. B. (2017). Public reactions to celebrity cancer disclosures via social media: Implications for campaign message design and strategy. *Health Education Journal, 76*(4), 492-506. <https://doi.org/10.1177/0017896917696122>
- Read-Bullock, G., **Pavelko, R. L.**, Hwang, H. (2017). Social and evolutionary explanations for face-ism: Facial prominence in female academic profile pictures. *Communication Research Reports, 34*(2), 98-105. <http://dx.doi.org/10.1080/08824096.2016.1236331>
- Pavelko, R. L.**, & Myrick, J. G. (2015). That's so OCD: The effects of disease trivialization via social media on user perceptions and impression formation. *Computers in Human Behavior, 49*, 251-258. doi: 10.1016/j.chb.2015.02.061
- Pavelko, R. L.**, & Myrick, J. G. (2015). Tweeting and trivializing: How the trivialization of obsessive-compulsive disorder via social media impacts user perceptions, emotions, and behaviors. *Imagination, Cognition & Personality, 36*(1), 41-63. doi:10.1177/0276236615598957
- Yang, J., **Pavelko, R. L.**, & Utt, S. (2015). College students use videos more than photo slideshows. *Newspaper Research Journal, 36*(2). doi: 10.1177/0739532915587299

### **Invited Publications**

- Pavelko, R. L.**, & Grabe, M. E. (2018). Sampling, content analysis. In J. Matthes (Ed.), *International Encyclopedia of Communication Research Methods*. Hoboken, NJ: Wiley Publishing.

### **Selected Works in Progress**

- Pavelko, R. L.** *The impact of The Real Housewives of New York on audience perceptions of real mental health.*

### **FUNDED PROJECTS**

- OSF Healthcare and Bradley University Innovation for Health Grant, Co-PI for May 2023-May 2024. "Humanizing Breast Cancer Prevention: A Community-Based Approach to Increase Health Literacy and Address Breast Cancer Health Disparities among Local Underserved Women." \$50,000.

### **REFEREED CONFERENCE PRESENTATIONS**

- Pavelko, R. L.** (2023, April). *Will you accept this mental health diagnosis? The impact of the Bachelor franchise on audiences' perceptions of mental illness and help-seeking behaviors.* Paper presented at the Annual Meeting of the Popular Culture Association, San Antonio, Texas.

- Pavelko, R. L., & Barker, C.** (2022, May). *It really works!: Qualitative content analysis of multi-level marketing organizations' online promotional messaging and recruitment strategies*. Paper to be presented virtually at the Annual Meeting of the International Communication Association.
- Pavelko, R. L.** (2021, June). *Real Housewives and real mental illness: How reality television helps audiences confront social bias*. Paper presented at the Annual Meeting of the Popular Culture Association, virtual conference.
- Wang, T., & **Pavelko, R. L.** (2021, May). *The role of humor and regulatory focus in promoting health behaviors: An evolutionary perspective*. Paper presented virtually at the Annual Meeting of the International Communication Association.
- Pavelko, R. L., Wang, T., Xu, T., & Turner, T.** (2019, May). *Love and Basketball: Audience response to a pro-athlete's mental health proclamation*. Paper presented to the Sports Communication Interest Group at the Annual Meeting of the International Communication Association, Washington, DC.
- Pavelko, R. L.** (2018, May). *Beyond stigma: Developing a scale of perceived trivialization of mental illness*. Paper presented to the Health Communication Division at the Annual Meeting of the International Communication Association, Prague, Czech Republic.
- Myrick, J. G., & **Pavelko, R. L.** (2016, August). *Acknowledging the silly alongside the severe: Mediated portrayals of mental illness as Trivializing Versus Stigmatizing*. Poster presented to the Mass Communication and Society Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, Minnesota.
- Myrick, J. G., **Pavelko, R. L.,** Verghese, R., & Hester, J. B. (2015, August). *A study of audience reactions to a celebrity's announcement of cancer via social media: The interplay of audience involvement, emotion, and gender*. Poster presented to the Communication Technology Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- van Driel, I. I., Myrick, J. G., **Pavelko, R. L.,** Grabe, M. E., Hendriks Vettehen, P. G. J., Kleemans, M., & Schaap, G. (2015, August). *The entanglement of sex, culture, and media in genderizing disease*. Paper presented to the Communicating Science, Health, Environment, and Risk Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, San Francisco, California.
- Pavelko, R. L., & Myrick, J. G.** (2015, May). *Tweeting and trivializing: How the trivialization of obsessive-compulsive disorder via social media impacts user perceptions, emotions, and behaviors*. Paper presented to the Health Communication Division at the Annual Meeting of the International Communication Association, San Juan, Puerto Rico.
- Pavelko, R. L., & Myrick, J. G.** (2015, May). *That's so OCD: The effects of disease trivialization via social media on user perceptions and impression formation*. Paper presented to the Communication and Technology Division at the Annual Meeting of the International Communication Association, San Juan, Puerto Rico.
- van Driel, I. I., Myrick, J. G., **Pavelko, R. L., & Grabe, M. E.** (2015, May). *The role of media use in genderizing disease*. Paper presented to the Health Communication Division at the Annual Meeting of the International Communication Association, San Juan, Puerto Rico.

**Pavelko, R. L., & Myrick, J. G.** (2014, October). *OCD on Girls: The Impact of a Non-sanitized Portrayal of Mental Illness on Audience Perceptions*. Paper presented to the Health Division at the Annual Meeting of the Midwest Popular Culture Association, Indianapolis, Indiana.

Yang, J., **Pavelko, R. L.**, & Utt, S. (2012, August). *Multimedia use on news websites: A look at photo slideshows and videos through the uses and gratifications theory*. Poster presented to the Visual Communications Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

**Pavelko, R. L.** (2011, August). *Anorexia on the Internet: A look at the pro-ana community through feminist, social comparison, and uses and gratifications theories*. Paper presented to the Commission on the Status of Women Division at the Annual Meeting of the Association for Education in Journalism and Mass Communication, St. Louis, Missouri.

### INVITED PRESENTATIONS

Pavelko, R. L. (2022, March). *Murderinos and media effects*. Presentation to Dr. Cory Barker's COM 391 Podcasting undergraduate class at Bradley University, Peoria, Illinois.

Pavelko, R. L. (2022, March). *Emerging public relations trends in 2022*. Virtual presentation to the Public Relations Association of Central Illinois.

Pavelko, R. L. (2019, October). *Making public relations meaningful*. Presentation to the American Marketing Association at Bradley University, Peoria, Illinois.

Pavelko, R. L. (2019, March). *Murderinos and media effects*. Presentation to Dr. Cory Barker's COM 491 New Media Industries undergraduate class at Bradley University, Peoria, Illinois.

Pavelko, R. L. (2017, November). *The practice of public relations*. Presentation to Dr. Grace Wang's COM 220 Advertising as Communication undergraduate class at Bradley University, Peoria, Illinois.

Pavelko, R. L. (2017, February). *Mental illness and media effects*. Presentation to Dr. Jessica Gall Myrick's MSCH-S 315 Media Processes and Effects undergraduate class at Indiana University, Bloomington, Indiana.

Pavelko, R. L. (2017, February). *Gender differences in mental health*. Presentation to Ashley Kraus's MSCH-C 216 Social Science Perspectives of Gender and Media undergraduate class at Indiana University, Bloomington, Indiana.

Pavelko, R. L. (2016, November). *"That's so OCD": The trivialization of mental illness in media*. Presentation to the National Alliance on Mental Illness (NAMI) Greater Bloomington Area (GBA) Annual Board Meeting.

Pavelko, R. L. (2016, November). *Mental health campaigns*. Presentation to Dr. Jessica Gall Myrick's MSCH-S 414 Public Communication Campaigns undergraduate class at Indiana University, Bloomington, Indiana.

- Pavelko, R. L. (2016, November). *Gender, mental illness, and the media*. Presentation to Ashley Kraus's MSCH-C 216 Social Science Perspectives of Gender and Media undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2015, October). *Mediated relationships and audience involvement*. Presentation to Dr. Jessica Gall Myrick's MSCH-S 315 Media Processes and Effects undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2015, April). *That's So OCD: The effects of disease trivialization via social media on user perceptions and impression formation*. Presentation to IU Telecommunications Brown Bag Seminar at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2014, November). *Pop Culture and portrayals of mental health*. Presentation to Dr. Jessica Gall Myrick's JOUR-J 110 Foundations of Journalism and Mass Communication undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2014, September). *Photoshop basics and infographic creation*. Presentation to Rosemary Pennington's JOUR-J 303 Online Journalism undergraduate class at Indiana University, Bloomington, Indiana.
- Pavelko, R. L. (2014, April). *OCD on Girls: The impact of a non-sanitized portrayal of mental illness on audience perceptions*. Presentation to the IU School of Journalism Research Colloquium at Indiana University, Bloomington, Indiana.

## **TEACHING**

### **Bradley University**

#### ***Instructor of Record***

##### *COM 201: Journalism Writing*

- 11 students, Fall 2017

##### *COM 219: Public Relations*

- 15 students, Fall 2017
- 15 students, Spring 2018
- 12 students, Fall 2018
- 16 students, Spring 2019
- 34 students, Fall 2020, online course
- 16 students, Spring 2021, online course
- 25 students, Fall 2023

##### *COM 318: Health Communication*

- 24 students, Spring 2020
- 3 students, J-Term 2021, online course
- 26 students, Fall 2021
- 19 students, Fall 2022
- 11 students, Fall 2023

##### *COM 327: Public Relations Writing*

- 14 students, Fall 2017

- 11 students, Spring 2018
- 10 students, Fall 2018
- 13 students, Spring 2019
- 12 students, Fall 2019
- 10 students, Spring 2020
- 27 students, Fall 2020, online course
- 25 students, Spring 2021, online course
- 20 students, Fall 2021
- 11 students, Spring 2022
- 18 students, Fall 2022
- 12 students, Spring 2023
- 26 students, Fall 2023

*COM 388: Social Media for Strategic Communication*

- 18 students, Fall 2019, hybrid course
- 38 students, Spring 2022
- 32 students, Spring 2023

*COM 391: Celebrity in the Media*

- 9 students, J-Term 2022, online course
- 9 students, J-Term 2023, online course

*COM 391: The PR Process*

- 4 students, Summer 2018, online course

*COM 480: Public Relations Case Studies and Campaigns*

- 15 students, Spring 2018
- 10 students, Fall 2018
- 11 students, Spring 2019
- 8 students, Fall 2019
- 9 students, Spring 2020
- 4 students, Fall 2020, online course
- 13 students, Spring 2021, online course
- 12 students, Fall 2021
- 13 students, Spring 2022
- 6 students, Fall 2022
- 14 students, Spring 2023

*Osher Lifelong Learning Institute (OLLI): Health in the Media*

- 9 students, Fall 2020, online course

**Indiana University**

*Instructor of Record*

*MSCH-C 225: Writing, Reporting, and Editing*

- 18 students, Spring 2016

*JOUR-J 200: Writing, Reporting and Editing*

- 18 students, Spring 2015

***Associate Instructor***

***MSCH-C 101: Media***

- 225 students, Fall 2015
- Three discussion sections with 25 students each

**SERVICE**

**To the Department of Communication**

- Social media coordinator (2020-present)
- Academic Advisor to Public Relations/Advertising Majors and Minors, (2018-present)
- Chicago Auto Show Internship Faculty Advisor (2018-2022)
- Robison Committee (2018-2019)
- Scholarship Committee (2018-present)
- Diversity Committee (2019-present)
- Curriculum Committee (2022-present)

**To the Slane College of Communication and Bradley University**

- New Faculty and Peer Mentorship Committee (2022-present)
- Osher Lifelong Learning Institute (OLLI) Instructor (Fall 2020)
- OSF-Bradley Community Work Group (2020-present)
- Slane College representative on the search committee for the Director of the Cullom-Davis Library (2022)

**To the Field**

PRSA Central Illinois Chapter Board Member (2018-present)

**Ad Hoc Manuscript Reviewer**

- *Communication and Sport*
- *Mass Communication and Society*
- *Journal of Radio and Audio Media*
- *European Journal of Health Communication*
- *Journal of Computer-Mediated Communication*
- *New Media and Society*
- *Transactions on Systems, Man, and Cybernetics: Systems*

**ICA Conference Paper Reviewer**

- Health Communication Division

**PROFESSIONAL EXPERIENCE**

***Communications***

- Writer and Graphic Designer, Indiana University Media School Communications Office (May 2016 – August 2016)
- Social Media Instructor, Indiana University Youth Leadership Program with Burma, Bloomington, Ind. (April 2016)
- Marketing and Social Media Communications Manager, Donald P. Pipino Company, Youngstown, Ohio (2012-2013)
- Corporate Communications Intern, Sedgwick CMS, Memphis, Tenn. (2011-2012)



- Writer, *Meeman Matters Journalism Alumni Newsletter*, University of Memphis in Memphis, Tenn. (2011)

### **Writing and Reporting**

- General Assignment Reporter, Intern, *The Lima News*, Lima, Ohio (2008)
- General Assignment Reporter, Intern, *The Ada Herald*, Ada, Ohio (2006-2007)
- Writer, Reporter, and Section Editor, *The Northern Review*, Ohio Northern University in Ada, Ohio (2005-2009)

### **Website and Graphic Design**

- Program Designer, Charley Steiner School of Sports Communication Annual Symposium (2018)
- Contract Website Designer, Clarendale Cakes, Boardman, Ohio (2015)
- Contract Website Designer, The Surgical Hospital at Southwoods, Boardman, Ohio (2013)
- Contract Website Designer, Poland Presbyterian Church, Poland, Ohio (2013)
- Graphic Designer, *Meeman Matters Journalism Alumni Newsletter*, University of Memphis in Memphis, Tenn. (2011)
- Advertisement and Classifieds Graphic Designer, *The Daily Helmsman*, University of Memphis in Memphis, Tenn. (2010-2011)

### **Academic Publishing**

- Assistant Editor, *Black Camera: An International Film Journal* (July 2016 – July 2017)

## **MEDIA COVERAGE OF RESEARCH**

Allen, N. (2015, October 26). That's so OCD: Let's talk about how we talk about mental health problems. *Lifespan Development Group, Inc.* Retrieved from <http://lifespandevlopment.ca/?p=81>

Daniel, E. (2020, January 27). Bradley professor's study shows popular podcast may help those with mental illnesses. Retrieved from <https://www.centralillinoisproud.com/news/local-news/bradley-professors-study-shows-popular-podcast-may-help-those-with-mental-illnesses/?fbclid=IwAR1SarDeWSI9gIeKjekLOiggrhwaEFFab0ZHd1cbjeQ4SvcRbCXzQKZI7qA>

Heart of Illinois ABC. (2020, January 16). My Favorite Murder podcast. Retrieved from <https://www.facebook.com/watch/?v=2472627059616759>

Hollimon, J. (2020, January 21). My Favorite Murder Podcast. Retrieved from <https://www.centralillinoisproud.com/good-day-central-illinois/my-favorite-murder-podcast/>

Jarrett, C. (2015, May 12). Give up the #OCD jokes on Twitter, they won't make you popular. *Research Digest: Blogging on Brain and Behaviour*. Retrieved from <http://digest.bps.org.uk/2015/05/give-up-ocd-jokes-on-twitter-they-wont.html>

McHugh, M. (2020, February 1). 'My Favorite Murder' changes the way people understand mental health. Retrieved from [https://www.centralillinoisproud.com/digital-originals/my-favorite-murder-changes-the-way-people-understand-mental-health/?utm\\_medium=social&utm\\_source=facebook\\_WMBD&fbclid=IwAR3nsEpkoXxbj9DODIKTaTQXIDAgbeJ\\_sqMQIIA7agyQCy9uCwj9le9modY](https://www.centralillinoisproud.com/digital-originals/my-favorite-murder-changes-the-way-people-understand-mental-health/?utm_medium=social&utm_source=facebook_WMBD&fbclid=IwAR3nsEpkoXxbj9DODIKTaTQXIDAgbeJ_sqMQIIA7agyQCy9uCwj9le9modY)

Metz, N. (2020, October 7). Celebrity health disclosures: From ‘The Real Housewives’ to the death of Chadwick Boseman, experts are studying our reactions to news of serious health issues. *The Chicago Tribune*. Retrieved from <https://www.chicagotribune.com/entertainment/tv/ct-mov-real-housewives-chadwick-boseman-academic-studies-1009-20201007-4v43qe7pnnd6nnoacpyyk3sdzu-story.html>

Shoemaker, N. (2015, May 12). Joking About OCD on Twitter Won't Gain You Any Followers. *Big Think*. Retrieved from <http://bigthink.com/ideafeed/joking-about-ocd-on-twitter-wont-gain-you-any-followers>

## **AFFILIATIONS**

- Member, Association for Education in Journalism and Mass Communication
- Member, International Communication Association
- Member, National Alliance on Mental Illness
- Member, Public Relations Society of America