

CASSANDRA LC TROY

Assistant Professor // she, her
Department of Journalism // University of Illinois Urbana-Champaign
clt5484@psu.edu // 757.719.3640

PROFESSIONAL APPOINTMENTS

University of Illinois Urbana-Champaign

Assistant Professor, Department of Journalism (2024-present)

EDUCATION

Pennsylvania State University.....2024

State College, PA GPA: 4.0/4.0

Doctor of Philosophy, Mass Communications

- Dissertation: *The potential of solutions journalism for climate risk mitigation: A mixed methods investigation*, Co-advisors: Dr. Jessica Gall Myrick & Dr. Christofer Skurka, Committee members: Dr. Juliet Pinto & Dr. Janet K. Swim

Purdue University.....2018

West Lafayette, IN GPA: 4.0/4.0

Master of Science, Communication

- Concentration in Strategic Communication and Public Relations
- Graduate Certificate in Strategic Communication Management

Virginia Commonwealth University.....2014

Richmond, VA GPA: 3.83/4.0

Bachelor of Fine Arts, Communication Arts

Bachelor of Arts, Foreign Language

- Concentration in German
- Certificate in Product Innovation

Research Focus: Strategic environmental communication for prosocial and pro-environmental outcomes, with particular focus on solutions-focused environmental messaging (e.g., solutions journalism), psychological drivers and inhibitors of collective action, and the intersection of climate change and public health.

GRANT FUNDING

National Science Foundation

Doctoral Dissertation Research Improvement Grant.....2023

“A mixed methods investigation of the barriers to and effects of solutions journalism for climate risk mitigation”

Amount: \$25,708

PI: Chris Skurka, Co-PIs: **Cassandra LC Troy** & Jessica Gall Myrick

Bellisario College of Communications Science Communication Program Fund.....2023

“Fictional climate narratives for imagination and collective action”

Amount: \$540

PI: **Cassandra LC Troy**

Bellisario College of Communications Science Communication Program Fund.....2022

“Effects of Inspirational Media on Imagination and Collective Pro-Environmental Action”

Amount: \$700

PI: **Cassandra LC Troy**

Arthur W. Page Center Graduate Research Grant2021

“Corporate communications of sustainable development goal 12 commitments”

Amount: \$1,630

Co-PIs: **Cassandra LC Troy** & Nicholas Eng

Davis Program in Ethical Leadership Research Grant.....2021

“Ethical implications of moralizing climate change messages”

Amount: \$1,500

Co-PIs: **Cassandra LC Troy** & Nicholas Eng

Bellisario College of Communications Science Communication Program Fund.....2021

“Being Outdoorsy Indoors: Nature Connectedness through Video, Livestream, and Panoramic Images”

Amount: \$500

PI: **Cassandra LC Troy**

AWARDS & RECOGNITION

Top Paper Session.....2023

Association for Education in Journalism and Mass Communication Conference 2023, LGBTQ+ Interest Group

Top Paper.....2022

International Communication Association Conference 2022, Information Systems Division

Gold Winner: Internal Publication.....2020

Educational Advertising Awards

Silver Winner	2019
Collegiate Advertising Awards	
Merit Winner: Integrated Marketing Campaign	2018
Educational Advertising Awards	
Gold Winner: Total Advertising Campaigns	2017
Collegiate Advertising Awards	
Award for Excellence in German	2014
Virginia Commonwealth University	

PEER REVIEWED PUBLICATIONS

+ denotes joint first authors

12. **Troy, C. L. C.**, Eng, N., & Skurka, C. (2024). Green and Good? Examining Intended and Unintended Effects of Morally Framed Climate Messages. *Environmental Communication*, 1-21. <https://doi.org/10.1080/17524032.2024.2379445>
11. **Troy, C. L. C.**, Norman, M., Kim, N., Skurka, C., & Myrick, J. G. (2024). Can you picture it? Effects of imagined futures on climate action. *Journal of Environmental Psychology*, 96, 1-13. <https://doi.org/10.1016/j.jenvp.2024.102312>
10. Blessing, J., **Troy, C. L. C.**, Eng, N., & Chen, J. (In Press). Journalists and their responsibility in communicating about public or corporate health crises: Opportunities to increase impact through social media. In F. A. Shah & T. Ginossar (Eds.), *Health and Science Journalism in the 21st Century: Emerging Practices During Crises*. Lexington.
9. **Troy, C. L. C.** (2023). "Everybody better care": A qualitative exploration of environmental documentaries and psychological distance. *Kaleidoscope: A Graduate Journal of Qualitative Communication Research*, 21(1), 171-188.
8. **Troy, C. L. C.** & Skurka, C. (2023). Being outdoorsy indoors: Nature connectedness through 360-degree images and video. *Journal of Environmental Media*, 4(1), 27-47. https://doi.org/10.1386/jem_00095_1
7. **Troy, C. L. C.**+, Eng, N.+, & Bortree, D. (2023). Symbolic and substantive legitimization: Examining corporate commitments to Sustainable Development Goal 12. *Journal of Communication Management*. <https://doi.org/10.1108/JCOM-06-2022-0075>

6. **Troy, C. L. C.**, Norman, M., Eng, N., Freeman, J., & Bortree, D. (2023). Effects of climate CSA and CSR messaging: The moderating role of green consumer identity. *Corporate Communications: An International Journal*. <https://doi.org/10.1108/CCIJ-02-2023-0019>
5. Pressgrove, G., Waters, R. D., Darrah, A., & **Troy, C. L. C.** (2023). Examining the intersection of culture and stewardship: Assessing how the most visited art museums promote their philanthropic missions. *Journal of Philanthropy and Marketing*, 1-16. <https://doi.org/10.1002/nvsm.1790>
4. Skurka, C., **Troy, C. L. C.**, Cui, Z., & Gil de Zúñiga, H. (2022). Efficacy constructs in media use and effects: organizing and appraising the literature. *Annals of the International Communication Association*, 1-36. <https://doi.org/10.1080/23808985.2022.2142150>
3. **Troy, C. L. C.**, Pinto, J., & Cui, Z. (2022). Managing complexity during dual crises: Social media messaging of hurricane preparedness during COVID-19. *Journal of Risk Research*, 1–18. <https://doi.org/10.1080/13669877.2022.2116086>
2. **Troy, C. L. C.** (2022). Get ratioed: Questioning the fossil fuel industry's social license to operate on Twitter. *The Journal of Public Interest Communications*, 6(1), 4–25. <https://doi.org/10.32473/jpic.v6.i1.p4>
1. Eng, N., DiRusso, C., **Troy, C. L. C.**, Freeman, J. T., Liao, M. Q., & Sun, Y. (2021). 'I had no idea that greenwashing was even a thing': identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. *Environmental Education Research*, 27(11), 1599-1617, DOI: 10.1080/13504622.2021.1976732

MANUSCRIPTS UNDER REVIEW

+ denotes joint first authors

Buckley, C., Norman, M., **Troy, C. L. C.**, Bao, J., Yang, Y., Overton, H. (Under Review). Storytelling, AI, and Transparency in Public Relations for Social Change.

Skurka, C., **Troy, C. L. C.**, Joo, H., & Romero-Canyas, R. (R&R). *Strategic Communication at the Intersection of Health, the Environment, and Inequality: The Case of Public Messaging from the Environmental Defense Fund*. Manuscript submitted for journal publication.

Troy, C. L. C. (R&R). *Communicating a Sustainable Future*. Book chapter submitted for publication.

Troy, C. L. C., Buckley, C., Alrawi, A., Kim, N., Vafeiadis, M., & Overton, H. (R&R).

When Employers Speak Out: Examining Effects of Corporate Social Advocacy Using Organizational Identification Theory. Manuscript submitted for journal publication.

Troy, C. L. C.+, Eng N., & Overton, H. (Under Review). *Effects of Symbolic and Substantive Corporate Support for Climate & Vaccine Equity.* Manuscript submitted for journal publication.

Troy, C. L. C., Skurka, C., Joo, H., & Romero-Canyas, R. (R&R). *Who is willing to learn about inequality? Predictors of choice exposure to messaging about racial disparities in air pollution effects.* Manuscript submitted for journal publication.

Troy, C. L. C. & Thier, K. (Under review). *Collective efficacy for public health in an age of climate change: A review and future research agenda.* Book chapter submitted for publication.

MANUSCRIPTS IN PROGRESS

+ denotes joint first authors

Cooper, C., Helgeson, C., **Troy, C. L. C.**, Keller, K., & Tuana, N. (In Progress). What do people care about in flood risk analyses? A values-informed mental model approach.

Norman, M., **Troy, C. L. C.**, & Choi, S. (In Progress). Visualizing Corporate Crisis Response: Effects of Exemplars in Food Recall and Chemical Spill Messaging.

Norman, M., **Troy, C. L. C.**, & Skurka, C. (In Progress). Sustainability in Communication Classrooms: Experiences, Interests, and Future Directions from an Undergraduate Perspective.

Skurka, C., Myrick, J., **Troy, C. L. C.**, Yang, Y., Smith, R., Tornello, S., Rosenberger, J., & Brick, T. R. (In Progress). "It is in the Air": Seeking and Scanning for Information about Pre-Exposure Prophylaxis among Young-Adult Men who Have Sex with Men.

Troy, C. L. C., Norman, M., Kim, N., & Skurka, C. (In progress). Fictional climate narratives for imagination and collective action.

OTHER PUBLICATIONS

Troy, C. L. C. (2022). *Tweeting the Climate Crisis.* In Media Res: A Media Commons Project. <https://mediacommons.org/imr/content/tweeting-climate-crisis>

Troy, C. L. C. (2022). *Dune and the Climate Crisis.* In Media Res: A Media Commons Project. <http://mediacommons.org/imr/content/dune-climate-crisis>

Cooper, C., & **Troy, C. L. C.** (2021). *Preparing for more extensive and frequent floods makes sense*. Penn State Institutes of Energy and the Environment.
<https://iee.psu.edu/news/blog/preparing-more-extensive-and-frequent-floods-makes-sense>.

Troy, C. L. C. (2021). *Book review tag: Cassandra Troy reviews Robin Wall Kimmerer's Braiding Sweetgrass (2015)*. National Communication Association Environmental Communication Division. <https://sites.google.com/view/ecdnca/blog>

RESEARCH EXPERIENCE

Research Assistant.....Fall 2023-Summer 2024

Dr. Chris Skurka & Dr. Jessica Gall Myrick, Pennsylvania State University

- Research on perceptions of and effective messaging for HIV preventative treatments among young adult men who have sex with men
- Assisting with focus groups, transcribing interviews, and analyzing qualitative data

Research Assistant.....Summer 2023

Dr. Holly Overton, Pennsylvania State University

- Contributed to a research insights report for the Arthur W. Page Center, including creating summaries of corporate social advocacy research and graphic design of the final report

Research Assistant.....Summer 2022

Dr. Chris Skurka, Pennsylvania State University

- Research on communicating racially disparate health impacts of air pollution
- Conducted a review of literature and compiled annotated bibliographies
- Assisted in stimulus and survey design
- Put together IRB application materials

Research Assistant.....Fall 2021-Spring 2022

Arthur W. Page Center, Pennsylvania State University

- Administrative support for the Page Center's PR lab group
- Archived COVID-related PR content in collaboration with the PR Museum
- Reviewed grant applications for research on communicating environmental and sustainability topics

Research Assistant.....Summer 2021

Penn State Initiative for Resilient Communities, Pennsylvania State University

- Research on flood risk perceptions and protective actions
- Transcribed interviews
- Contributed to annotated bibliography
- Created one-page graphical summaries of academic papers for the general public

Page Center PR Lab Group Member.....Fall 2020-Present
Pennsylvania State University

Science Communication Lab Group Member.....Fall 2020-Spring 2024
Pennsylvania State University

REFEREED CONFERENCE PRESENTATIONS

+ *denotes joint first authors*

Buckley, C., Norman, M., **Troy, C. L. C.**, Bao, J., Yang, Y., Overton, H. (August, 2024).
AI for social good? Examining perceptions of AI-Source Labels and Narratives within
CSR Messages. Paper presented at the Association for Education in Journalism and
Mass Communication 107th Annual Conference.

Troy, C. L. C. (August, 2024). Inspiring Solar Solutions: Pathways for Impact Through
Climate Solutions Journalism. Paper presented at the Association for Education in
Journalism and Mass Communication 107th Annual Conference.

Eng, N.+, **Troy, C. L. C.**+, & Overton, H. (August, 2024). Corporate Support for Climate
Action: How Legitimation and Message Type Influence Public Support for CSR/CSA
Climate Action. Paper presented at the Association for Education in Journalism and
Mass Communication 107th Annual Conference.

Skurka, C., Myrick, J., **Troy, C. L. C.**, Yang, Y., Smith, R., Tornello, S., Rosenberger, J., & Brick,
T. R. (June, 2024). "It Is in the Air": Seeking and Scanning for Information about Pre-
Exposure Prophylaxis among Young-Adult Men who Have Sex with Men. Paper
presented at the 74th International Communication Association Annual Conference.

Buckley, C., Norman, M., **Troy, C. L. C.**, Bao, J., Yang, Y., Overton, H. (March, 2024).
Storytelling, AI, and Transparency in Public Relations for Social Change. Paper
presented at the International Public Relations Research Conference.

Troy, C. L. C.+, Eng, N.+, & Overton, H. (November, 2023). Effects of symbolic and
substantive corporate support for vaccine equity. Paper presented at the 109th
Annual National Communication Association Conference.

Troy, C. L. C., Buckley, C., Alrawi, A., Kim, N., Vafeiadis, M., & Overton, H. (August 2023).
Empowering employees: Applying organizational identification theory to corporate
social advocacy for LGBTQ+ rights. Paper presented at the Association for Education
in Journalism and Mass Communication 106th Annual Conference.

Forde, S., & **Troy, C. L. C.** (July 2023). Dear earth, no thanks: How YouTube's embrace of neoliberal environmentalism impedes meaningful climate progress. Paper presented at the International Association for Media and Communication Research Annual Conference.

Troy, C. L. C., Skurka, C., Joo, H., & Romero-Canyas, R. (June 2023). Who is willing to learn about inequality? Predictors of choice exposure to messaging about racial disparities in air pollution effects. Paper presented at the 17th International Environmental Communication Association Conference on Communication and Environment.

Troy, C. L. C. (June 2023). "Everybody better care": A qualitative exploration of environmental documentaries and psychological distance. Paper presented at the 17th International Environmental Communication Association Conference on Communication and Environment.

Troy, C. L. C. & Norman, M. (May 2023). Fictional climate narratives for imagination and collective action. Paper presented at the 73rd International Communication Association Annual Conference Graduate Student Mentoring Pre-Conference.

Troy, C. L. C., Norman, M., Kim, N., Skurka, C., & Myrick, J. G. (May 2023). Can you picture it? Effects of imagined futures on climate action. Paper presented at the 73rd International Communication Association Annual Conference.

Troy, C. L. C.+, Eng, N.+, & Bortree, D. (November 2022). Symbolic and substantive legitimation: Examining corporate commitments to Sustainable Development Goal 12. Paper presented at the 108th National Communication Association Annual Convention.

Troy, C. L. C., Pinto, J., & Cui, Z. (November 2022). Managing complexity during dual crises: Social media messaging of hurricane preparedness during COVID-19. Paper presented at the 108th National Communication Association Annual Convention.

Bortree, D., **Troy, C. L. C.**, Norman, M., & Freeman, J. (August 2022). Improving environmental legitimacy: A test of CSR and CSA environmental messages. Paper presented at the Association for Education in Journalism and Mass Communication 105th Annual Conference.

Troy, C. L. C.+, Eng, N.+, & Skurka, C. (August 2022). Green and good? Benefits and drawbacks of moral frames in environmental messages. Paper presented at the Association for Education in Journalism and Mass Communication 105th Annual Conference.

Skurka, C., Troy, **C. L. C.**, Cui, Z., & Gil de Zúñiga, H. (May 2022). Efficacy in media use and effects: Organizing the conceptual and operational basement. Paper presented at the 72nd International Communication Association Annual Conference.

Troy, C. L. C. (November 2021). Overwhelmed by wicked problems: Expanding efficacy in the EPPM. Paper presented at the 107th National Communication Association Annual Convention.

Eng, N., DiRusso, C., **Troy, C. L. C.**, Freeman, J., Liao, M. Q., Sun, Y. (August 2021). I had no idea that greenwashing was even a thing": Identifying the cognitive mechanisms of exemplars in greenwashing literacy interventions. Paper presented at the Association for Education in Journalism and Mass Communication 104th Annual Conference.

Troy, C. L. C. & Skurka, C. (June 2021). Being outdoorsy indoors: Nature connectedness through 360-Degree images and video. Paper presented at the International Environmental Communication Association 16th Conference on Communication and Environment.

Andrejewski, R. & **Troy, C. L. C.** (October 2020). Demystifying that six syllable word: Designing an effective intro to sustainability. Presentation at the Association for the Advancement of Sustainability in Higher Education Global Conference on Sustainability in Higher Education.

Troy, C. L. C. (October 2020). Up to date and engaged: Creating a great newsletter. Presentation at the Association for the Advancement of Sustainability in Higher Education Global Conference on Sustainability in Higher Education.

Troy, C. L. C. & Andrejewski, R. (February 2020). Accelerating mutually beneficial Outcomes: A partnership between University of Richmond International Education and the Office for Sustainability. Paper presented at the Sustainability Literacy Symposium: Faculty, Staff, and Students as Agents of Change at the College of Charleston.

TEACHING EXPERIENCE

University of Illinois Urbana-Champaign

JOUR 460: Environmental Journalism

Pennsylvania State University

COMM 310 Lab: Digital Media Metrics (two sections)

COMM 420: Research Methods in Advertising & PR

CERTIFICATIONS

Graduate School Teaching Certificate.....2023
Schreyer Institute for Teaching Excellence
Pennsylvania State University

GUEST LECTURES

Corporate Social Advocacy.....Fall 2023
JMC 168: Media Literacy and Society | Instructor: Maranda Goke | Murray State University

Corporate Environmental Communication.....Fall 2023
PUR 4442: Public Interest Communication | Instructor: Dr. Christen Buckley
University of Florida

Directed Content Analysis.....Fall 2022
COMM 597: Advanced Qualitative Methods | Instructor: Dr. Juliet Pinto
Pennsylvania State University

Researching Media Effects.....Spring 2022
COMM 100: Mass Media and Society | Instructor: Loryn Rumsey
Pennsylvania State University

Sustainability Planning & Communication.....Spring 2022
COMM 473: Public Relations Campaigns | Instructor: Tara Wyckoff
Pennsylvania State University

Climate Change Communication.....Fall 2021
COMM 328: Effects of Science, Environmental & Health Media | Instructor: Dr. Chris Skurka
Pennsylvania State University

Environmental Communication.....Fall 2021
COMM 118: Introduction to Media Effects | Instructors: Ryan Tan & Magdalayna Drivas
Pennsylvania State University

Thematic Analysis.....Fall 2021
COMM 597: Advanced Qualitative Methods | Instructor: Dr. Juliet Pinto
Pennsylvania State University

CAMPUS PRESENTATIONS

Overwhelmed by Wicked Problems: Expanding Efficacy in the EPPM.....2021
Bellisario College of Communications Research Brown Bag at Pennsylvania State University

Sustainability Planning.....2019
Bonner Center for Civic Engagement Community Partners Breakfast at University of Richmond

University of Richmond's Sustainability Plan.....2019
Bonner Center for Civic Engagement at University of Richmond

PROFESSIONAL SERVICE

Peabody Award Reviewer.....2024
Public Service Category

Sustainability Council.....2023-2024
Bellisario College of Communications
Pennsylvania State University

Graduate Student Pre-Conference Committee.....2022-2023
International Environmental Communication Association
Conference on Communication and Environment

COMSHER Graduate Student Committee.....2021-2023
Association for Education in Journalism and Mass Communication

Health Promotion & Compliance Team.....2020
University of Richmond

Stewardship & Resiliency Communications Team.....2020
University of Richmond

HEASC Fellow.....2019-2020
Higher Education Associations Sustainability Consortium

Stewardship & Resiliency Planning Team.....2019-2020
University of Richmond

Sustainability and Environmental Awareness Committee.....2018-2020
University of Richmond

Sustainability Plan Steering Committee.....2018
University of Richmond

SCHOLARSHIPS & FELLOWSHIPS

Dorothy L. Anderson Endowed Graduate Fellowship.....2021
Pennsylvania State University
Scholarship awarded to academically excellent students.

University Graduate Fellowship.....2020-2024
Pennsylvania State University
Competitive fellowship program available to incoming students, covering payment of tuition, a base stipend (no assistantship required for the first year), and a health insurance subsidy.

Professional and Academic Development Scholarship.....2014
Virginia Commonwealth University
Scholarship awarded to support study abroad.

Volkmar Risch Memorial Scholarship.....2014
Virginia Commonwealth University
Scholarship awarded to support students studying German.

Presidential Scholarship.....2010-2014
Virginia Commonwealth University
Competitive four-year scholarship covering tuition, fees, room and board.

JOURNAL REVIEWING

Ad-hoc Manuscript Reviewer: *Applied Environmental Education & Communication, New Media and Society*

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication.....2021-present
International Association for Media and Communication Research.....2023-present
International Environmental Communication Association.....2021-present
International Communication Association.....2022-present
National Communication Association.....2021-present

PROFESSIONAL EXPERIENCE

Sustainability, Communications & Engagement Specialist.....2018-2020

University of Richmond Office for Sustainability, Richmond, VA

- Managed all communications for the Office for Sustainability including, print, web and social media, designed promotional and educational materials, and defined office brand
- Planned events, supported student and staff programming, gave presentations, supervised select interns
- Served in a communications consulting capacity for other departments, including developing a comprehensive strategic communications plan and supporting materials for the Facilities Department, providing communications expertise for university-wide stewardship and resiliency efforts, and assisting in the development of campus-wide COVID-19 communication materials

Training Director.....2018-2019

World Horizons USA, Richmond, VA

- Interviewed and screened applicants, created and graded assignments, coordinated classes and extracurricular activities, and recruited teachers for a cross-cultural training internship
- Represented the organization at conferences and events
- Assisted in international service trip planning

Communications Coordinator.....2016-2018

University of Richmond Office for Sustainability, Richmond, VA

- Created print and web graphics, as well as promotional and educational materials
- Supported programming and event planning
- Managed office website and social media accounts

Communications Director.....2015-2018

World Horizons USA, Richmond, VA

- Directed all communications for the US office including web, print, and social media
- Defined social media strategy and refined organizational brand
- Supervised select staff and interns
- Represented the organization at conferences and events
- Assisted in international service trip planning