

**Tara M. Buehner Mortensen** is an Assistant Professor at the School of Journalism and Mass Communication at the University of South Carolina. She studies the de-professionalization of visual media in the face of the cult of the amateur content creator in the digital age.

**Erich J. Sommerfeldt** is an Assistant Professor in the Department of Communication at The University of Maryland. Sommerfeldt's published research has interrogated the role of public relations in activist groups and in civil society initiatives. He has conducted applied civil society research for projects in developing nations around the world, including Jordan, Ukraine, Peru, Indonesia, and Pakistan.

**Emma K. Wertz** is an assistant professor in the Department of Communication at Kennesaw State University. Wertz's primary research interests are in health, risk, crisis, and cultural communication. Her research has been presented at regional, national and international conferences, and her published work can be found in the journals such as *Journal of Communication Management* and *Public Relations Review*. Wertz has a Ph.D., M.S., and B.S. in Communication and Information Sciences from University of Tennessee.

**Julie-Ann Scott** is an Assistant Professor of Communication and Performance Studies at the University of North Carolina Wilmington. Her research centers on personal narratives as the performance of daily life and performance ethnography. She teaches courses in performance studies and qualitative methods and also directs two storytelling performance troupes: UNCW Storytellers and the UNCW Hawk Tale Players.

**Stacy Keller** received her master's in Communication and Leadership from the School of Professional Studies at Gonzaga University. She is currently a video producer for distance learning endeavors at The Center for Educational Technologies at Wheeling Jesuit University where she works primarily with NASA's Digital Learning Network. In 2012, she received the DLNe award presented by NASA's Digital Learning Network for outstanding service to students, educators, and colleagues through technical expertise in distance learning.

**Rebecca M. L. Curnalia, Ph.D.** is an Associate Professor in the Department of Communication at Youngstown State University. Dorian Mermer is an Instructor in the Department of Communication at Youngstown State University. An earlier version of this paper was presented at the 2012 National Communication Association Conference in Orlando, Florida.