



**Geah Pressgrove** is an assistant professor at the Reed College of Media where she teaches introductory, skills and advanced courses in strategic communications. Pressgrove is also the faculty advisor for the award-winning WVU PRSSA chapter.

Her published and in-progress research examines the ways in which key communications variables influence relationship quality, behavioral outcomes and loyalty. She explores the organization-public relationship paradigm primarily in the nonprofit, corporate social responsibility, community and political contexts. She is particularly interested in the ways in which communicators can more effectively measure the effectiveness of relationship cultivation and maintenance strategies. Her work has been published in refereed journals including *Journalism and Mass Communication Quarterly*, *Journal of Public Relations Research*, *Public Relations Review*, *Journal of Promotion Management*, and *Journal of Applied Communication Research*.

Pressgrove earned a bachelor's degree in advertising from Western Kentucky University. She completed her master's in integrated communications, and her Ph.D. in mass communications at the University of South Carolina.

She has more than 15 years professional agency and freelance experience working with diverse clients including nonprofits, foundations, corporations, entertainment properties, municipal governments, political campaigns, and healthcare organizations.