



Richard D. Waters

School of Communication

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<https://tinyurl.com/RDWatersGoogleScholar>

**COLLABORATIVE
COLLISION @FSU**

My Interest in Florida

- Looking to explore aspects of nonprofit impact in the state
- Challenges nonprofits face in Florida with communicating to diverse audiences
- Side interests in pop culture aspects (Disney fandom, in particular)

Expertise/Skills

- Public Relations
- Nonprofit Organizations
- Fundraising
- Social Media Content
- Content Analysis
- Survey

Research and/or Projects

Waters, R. D., Gomez-Barris, L., & Chen, F. (2023, in press). Meandering, Mistakes, and Movement: Stages of Organizational Culture Change for DEI. In B. Van Gilder, J. Austin, & J. Bishop (Eds.), *Communication and Organizational Changemaking for Diversity, Equity and Inclusion: A Case Studies Approach*. New York: Routledge.

Pressgrove, G., McKeever, B., McKeever, R., & Waters, R. D. (2023). Investigating Membership Retention: Employing Public Relations Theory to Better Understand Relationship Management. *Journal of Public Sector and Nonprofit Marketing*. <https://doi.org/10.1080/10495142.2022.2130497>

Waters, R. D., Auger, G. A., & Husted, K. M. (2023). Media Relations Strategies of Philanthropic Foundations: A Longitudinal Analysis of News Releases Produced by Top U.S. Foundations. *The Foundation Review*. <https://doi.org/10.9707/1944-5660.1621>

Waters, R. D., Auger, G. A., & Bortree, D. S. (2022). From Axial Codes to Z-Scores: Charting the Diversity and Scope of 25 Years of Nonprofit Marketing Research Published in *International Journal of Nonprofit and Voluntary Sector Marketing*. *Journal of Philanthropy & Marketing*. <https://doi.org/10.1002/nvsm.1734>