

March 7, 2025

Dear CCAM Mentored Research Award (Collaboration Category) Selection Committee:

I am writing to proudly support my students' (Zebulon Meyer, Mary Roush, and Jenna Stewart) application for the 2024-2025 Mentored Research Award.

In the Public Interest Communication Research Laboratory (PIC Lab), I supervise the applicants as student research assistants working on the Retired Major General James Hoyer social and digital media portfolio. They work on a lab grant project that seeks to unite Mountain State communities through highlighting the empowering, educational, and uplifting stories of leadership lessons from veterans, military members, their families, and many others.

Their work is informed by quantitative and qualitative research, such as through survey data, interviews, social media analytics, and social listening. General Hoyer and I work with the students each week to brainstorm, develop, and implement data-driven communication initiatives to increase security, health, and flourishing in our Mountain State communities – especially veteran communities.

The students regularly take initiative to propose and develop ideas and to lead creative strategy and implementation. They are not simply shadows; they are integrated partners who play essential roles in contributing to all aspects of RMG Hoyer's social media platforms, special events, and a weekly statewide public-service radio show, streaming content, and YouTube extended cuts. They coordinate and cultivate relationships with the state's top leaders, whether the local food pantry volunteer, a state senator, a veteran small-business owner, West Virginia's top celebrity chef, a Gold Star mother, or a student marching band leader.

These students continue to learn and grow as every week passes, and they are making a positive difference in our communities in alignment with our university's land-grant mission while they do so.

Thank you for considering Zeb, Mary, and Jenna for this prestigious award.

Respectfully,



Julia Daisy Fraustino, Ph.D.
Associate Professor
Reed School of Media and Communications
Director
Public Interest Communication Research Laboratory (PIC Lab)
Media Innovation Center
West Virginia University
jdfraustino@mail.wvu.edu (304) 504-6161