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OURTNEY ARCLAY H

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creation and approval of print and online materials for each COAS department; directed creation and management of social media accounts; assisted on fundraising efforts and special events.

**Assistant Professor of Communication**

**2008 - 2014**

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S.I. Newhouse School of Public Communications, Department of Communications

Courses Taught: Communications Law for Advertising and Public Relations, Communications Law for Journalists, Media Law (graduate), Legal Research (graduate)

Honors: Syracuse University Teaching Recognition Award (2012)

**Instructor of Record**

**2003 - 2008**

**U F**

College of Journalism and Communications, Departments of Public Relations and Journalism

Courses Taught: Principles of Public Relations, Public Relations Visual Communications, Law of Mass Communications

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*TikTok ban just a quick fix for weak data privacy laws in U.S.*, FLORIDA TIMES-UNION, March 19, 2023, available at <https://www.jacksonville.com/story/opinion/columns/guest/2023/03/19/scroll-at-your-own-risk-banning-tiktok-wont-help-broken-privacy-laws/69995699007/>.

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*Why amicus curiae briefs are a fixture at the U.S. Supreme Court*, FLORIDA TIMES-UNION, Oct. 30, 2022, available at <https://www.jacksonville.com/story/opinion/columns/guest/2022/10/30/ju-law-professor-amicus-curiae-briefs-fixture-us-supreme-court/10554150002/>.

*Advertising Laws*, in THE LAW OF STUDENT PRESS, Student Press Law Center (*in progress*).

*Commercial Speech in a Social Space*, in SOCIAL MEDIA AND THE LAW: A G



*Balancing The Right To Privacy And The Right Of Access: Access To Child-Abuse Records In The 50 States*, Law Division: AEJMC National Convention (Toronto, Ontario, 2004).

*Confidential: Florida Child Abuse and Neglect Records*, Mass Communication and Society Division: AEJMC National Convention (Kansas City, Mo., 2003).

*Access to Confidential Records Produced by Florida Department of Children and Families: A Study of Legislative Materials, Administrative Materials, and Case Law*, Law Division: AEJMC Southeast Regional Colloquium (Little Rock, Ark., 2003).

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*Advertising Laws*, MediaFest '22, Associated Collegiate Press, College Media Advisors & Society of Professional Journalists (Washington, D.C., 2022).

Barclay, Scott Kimbrough & Jordan Peterson, *Privacy and the U.S. Constitution*, Constitution Day Event, Jacksonville University Center for Gender + Sexuality (Jacksonville, Fla., 2022).

Barclay & Janna Gaskins (JU '20), *Seven Deadly Sins of Graphic Design* Associated Collegiate Press National Media Convention (Washington, D.C., 2019).

*Just Because You Can Does Not Mean You May: Basics of Copyright in Content Production*, Associated Collegiate Press National Media Convention (Louisville, Ky., 2018).

*Weathering a Social Media Storm*, Associated Collegiate Press National Media Convention (Dallas, Tex., 2017).

Panelist: Can Communication and Legal Get Along? Examining Tensions and Cooperation Between Legal Counsel and Communication Practitioners, Divisions of Law and Policy and Public Relations: AEJMC National Convention (Chicago, Ill., 2017).

Barclay & Alexandra Abreu-Figueroa (JU '17), *Building an Agency*, Associated Collegiate Press National Media Convention (Washington, D.C., 2016).

Panelist, *The Supreme Court and the First Amendment: Recent and Upcoming Cases*, Law & Policy Division: AEJMC National Convention (Minneapolis, Minn., 2016).

Panelist, *Ethics Aloft: Drones, Sensors and the Changing Boundaries of Media*, Law & Policy and Media Ethics Divisions: AEJMC National Convention (Minneapolis, Minn., 2016).



#### Student Media Advisory Board

- Developed a process for student accountability for scholarship awards and revocations.
- Assisted Chair in updating the Bylaws.

JU Faculty Community Service Award Selection Committee (2016)

#### **College of Law**

Associate Dean for Academic and Faculty Affairs/Unit Administrator (2022 – Present)

Curriculum Committee, Chair (2022 – Present)

Accreditation Committee (2022 – Present)

Admissions Committee (2022 – Present)

Faculty Evaluation Committee (2022 – Present)

Appointments Committee (2022 – Present)

#### **College Business & Technology**

Technology Committee (2022-Present)

Strategic Initiatives Committee (2021 – 2022)

- Developed risk assessment documents

Student/Alumni Advisory Committee (2021 – 2022)

- Selected recipients of various College student awards and honors

#### **Division of the Humanities, Jacksonville University**

Task Force for Faculty Evaluation

- Created a new faculty evaluation rubric for annual reviews of faculty.

Core Curriculum Discussion Group (2014 – Present)



Chapter President Elect, Jacksonville (2020 – 2021)  
Judge, Local Image Awards Competition (2021)  
Chapter Vice President of Young Professionals, Jacksonville (2019 – 2020)

**Public Relations Society of America (2014 – Present)**  
**American Bar Association (2022 – Present)**  
**American Association of Law Schools (2022 – Present)**  
**Jacksonville Women Lawyer Association (2022 – Present)**

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President's Award for Communications and Public Relations, Florida Public Relations Association.  
Presented by the state FPRA president in recognition of chapter leadership and impact in the area of public relations.

Award of Distinction and Judges' Award, North Florida Image Awards (2022). Presented by the North Florida chapters of FPRA to Jacksonville University and Thomas Ross (student) for work directed by Dr. Courtney Barclay, in recognition of excellence in public relations in a student project.

Award of Distinction and Judges' Award, Florida Public Relations Association (2020). Presented by FPRA to Courtney Barclay in recognition of excellence in public relations efforts for the planning and execution of a virtual student mentoring event.

Teaching Recognition Award, Syracuse University (2012). Presented by the University Chancellor and awarded by a committee of recognized outstanding professors representing departments across the university.

Teaching Ideas Competition, Law and Policy Division: AEJMC National Convention,



Supervised nine law clerks as they crafted, submitted and tracked FOI requests to a variety of governmental agencies. Updated EPIC's FOIA process for a more effective tracking of issues, appeals, and litigation.

**Interim Director**

**2008**

**Senior Research Assistant**

**2005 - 2008**

Marion Brechner Citizen Access Project, University of Florida

[www.citizenaccess.org](http://www.citizenaccess.org) (no longer available)

Directed staff of graduate students and professional clerical staff for project based on \$1 Million endowment.

Managed each stage of legal research focused on Freedom of Information state laws

Researched law governing access to government information in the 50 states.

Supervised and trained junior research assistants working on the project. !

Electronic Privacy Information Center, Washington, D.C.

Researched a variety of issues in privacy law

Drafted comments to federal agencies, Freedom of Information Act requests; letters to members of Congress; and a brief to the U.S. Supreme Court.

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**Jacksonville University**

JU 175: Proseminar in Legal Studies

This course acts as a primer for students interested in law school. Students will learn about the study of law, the application process, and legal research skills. Guest speakers from the faculty and the community will expose students to their areas of expertise and opportunities both on and off campus. A goal of this course is to encourage students to use their time at JU to become a well-rounded person who can demonstrate passion, critical thinking, and creativity. Average class size: 10 students.

COMM 101: Communications and Society

Introduction to the communication industry and the impact of mass media on culture. This class is taught using a hybrid teaching method, with both virtual and in-person sessions. The format is lecture and discussion. Average class size: 25 students.

COMM 215: Public Relations Practices and Procedures

Introduction to the field of public relations. Students learn the strategic process of public relations by working with real-world clients to develop campaign pitches. The format is lecture and project-based learning, using a flipped classroom approach to allow for in-class work and discussion related to the project. Average class size: 16 students.

COMM 315: Writing for Strategic Communication

This upper-level writing course focuses on the tools and techniques for writing in public relations and advertising. Students produce a variety of written elements for simulated clients. The format is a lecture/workshop hybrid. Average class size: 15 students.

COMM 325: Social Media Management

This course introduces students to the standards of practice in professional social media management.

COMM 410: Health Communication

This course fulfills an elective requirement in the Medical Humanities minor. This course uses a case study approach to understand how strategic communication is used to inform and persuade audiences about health-related topics. Average class size: 6 students.

COMM 416: Case Studies in Strategic Communication

This course uses case analysis to deepen students' understanding of the strategic communication process, including research, planning, implementation and evaluation. The format is a seminar. Average class size: 10 students.

COMM 446: Strategic Communication Campaigns

Students work to apply principles learned in earlier courses to implement and evaluate a strategic campaign. Work with real-world clients has been recognized by the Florida Public Relations Association, earning awards in the Golden Image competition. Average class size: 6 students.

COMM 452: Special Topics in Communication (Case Studies in Social Media)

This course fulfills an elective credit for Communication students, as well as students in the StrateTJ ET Quscren C

**University of Florida**

PUR 3000: Principles of Public Relations

Lecture-based course that introduced students to the field of public relations through the discussion of key terms, specialty areas, legal and ethical issues, and industry trends. Students were evaluated using a series of objective tests as well as short writing assignments. Average class size: 230 students.

PUR 4103: Public Relations Visual Communications

Instructed students on principles of print and online design; coached students in industry-standard