

**Contact Information**

Louisiana State University  
Department of Public Administration  
3000 Business Education Complex, 501 South Quad Drive, Baton Rouge, LA 70803

[Email](#)

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[Personal Website](#)

**Academic Appointments**

Louisiana State University  
Assistant Professor, Department of Public Administration  
August 2022 - Present

University of South Alabama  
Assistant Professor, Department of Political Science & Criminal Justice  
August 2019 – May 2022

**Education**

Ph.D. Public Policy, Oregon State University, 2019  
Dissertation: “Macro Stories: Policy Process Dynamics of Presidential Environmental Ideas.” ([Link](#))  
Dissertation Committee: Michael D. Jones, Bryan D. Jones, Chris Koski, Alison L. Johnston, Brent S. Steel, and Daniel Lopez-Cevallos

M.P.A. Auburn University Montgomery, 2013  
*George Schrader Award for Outstanding M.P.A.*

B.A. Sociology, Secondary Major in English, Auburn University Montgomery, 2006

**Refereed Journal Articles**

14. Peterson, Holly L. and Chad Zanocco. In Press. “Presidential Stories of Fear: Focusing Congressional Climate Change Mitigation Attention in the United States.” *Review of Policy Research*.
13. Peterson, Holly L., Chad Zanocco, and Leanne Giordono. 2023. “Minors can have Major Effects: Household Hurricane Preparation Insights from Alabama.” *Society & Natural Resources*. <http://doi.org/10.1080/08941920.2023.2188505>.
12. Giordono, Leanne, Chad Zanocco, Holly L. Peterson, and Hilary Schaffer Boudet. 2023. “Shelter from the Storm: How Perceived Extreme Event Experience and Government Trust Shape Public Support for Climate Change Mitigation Policy in the United States.” *Risk, Hazards & Crisis in Public Policy* (14) 1. <http://doi.org/10.1002/rhc3.12250>.
11. Peterson, Holly L. 2023. “Narrative Policy Images: Intersecting Narrative & Attention in Presidential Stories about the Environment.” *Policy Studies Journal* (50) 1. <http://doi.org/10.1111/psj.12447>.
10. Pierce, Jonathan J., Leanne Giordono, Holly L. Peterson, and Katherine C. Hicks. 2022. “Common Approaches for Studying the Advocacy Coalition Framework: Review of

Methods and Model Practices.” *The Social Science Journal*.  
<http://doi.org/10.1016/j.soscij.2019.06.005>.

9. Peterson, Holly L., Michael D. Jones, and Mark. K. McBeth. 2020. "Policy Process Theory for Rural Studies: Navigating Context and Generalization in Rural Policy." *Politics & Policy* (48) 4: 575-617. <http://doi.org/10.1111/polp.12366>.
  8. Pierce, Jonathan J., Holly L. Peterson, and Katherine C. Hicks. 2020 "Policy Change: An Advocacy Coalition Framework Perspective." *Policy Studies Journal* (48) 1: 64-86. <http://doi.org/10.1111/psj.12223>.
  7. Smith-Walter, Aaron, Michael D. Jones, Elizabeth A. Shanahan and Holly L. Peterson. 2019. "Narrative Cognition and Cultural Networks: How Groups Inform Campaign Finance Reform Preferences." *Quality & Quantity*. <http://doi.org/10.1007%2Fs11135-019-00884-8>.
- Open Access*
6. Taylor, Casey, Trang Tran, Hilary Schaffer Boudet, Keith Baker and Holly L. Peterson. 2019. "Using Social Movements to Understand Community Response to LNG Development in Clatsop County, Oregon." *Case Studies in the Environment*. <http://doi.org/10.1525/cse.2018.001800>.  
*Runner-up for Case Studies in the Environment's most outstanding case study award for 2019-2020*
  5. Peterson, Holly L. 2018. "Political Information has Bright Colors: Narrative Attention Theory." *Policy Studies Journal* 46 (4): 828-842. <http://doi.org/10.1111/psj.12272>.
  4. Pierce, Jonathan J., Holly L. Peterson, Michael D. Jones, Samantha Garrard, and Theresa Vu. 2017. "There and Back Again: A Tale of the Advocacy Coalition Framework." *Policy Studies Journal* 45 (S1): S13-S46. <http://doi.org/10.1111/psj.12197>.
  3. Smith-Walter, Aaron, Holly L. Peterson, Michael D. Jones, and Ashley Reynolds. 2016. "Gun Stories: How Evidence Shapes Firearm Policy in the United States." *Politics & Policy* 44 (6): 1053-1088. <http://doi.org/10.1111/polp.12187>.
  2. Jones, Michael D., Holly L. Peterson, Jonathan J. Pierce, Nicole Herweg, Amiel Bernal, Holly Lamberta Raney, and Nikolaos Zahariadis. 2016. "A River Runs Through it: A Multiple Streams Framework Meta-Review." *Policy Studies Journal* 44 (1): 13-36. <http://doi.org/10.1111/psj.12115>.
  1. Pierce, Jonathan J., Saba Siddiki, Michael D. Jones, Kristin Schumacher, Andrew Pattison, and Holly L. Peterson. 2014. "Social Construction and Policy Design: A Review of Past Applications." *Policy Studies Journal* 42 (1): 1-29. <http://doi.org/10.1111/psj.12040>.

### **Refereed Book Chapters**

6. Peterson, Holly L., Chad Zanocco, and Aaron Smith-Walter. (2022) "Lost in Translation: Narrative Salience of Fear > Hope in Prevention of COVID-19." In *The Science of Stories: Applications of the Narrative Policy Framework in Public Policy Analysis*. Michael D.

Jones, Mark K. McBeth, and Elizabeth A. Shanahan (editors). Montana State University Press. <http://doi.org/10.15788/npf5>.

*Open Access*

5. Peterson, Holly L. and Michael D. Jones. 2020. "Contested US Energy Production Policy Morality Frames." In *Legislating Morality in America*, Don Haider-Markel (editor).
4. Jones, Michael D. and Holly L. Peterson. 2017. "Narrative Persuasion and Storytelling as Climate Communication Strategies." In *The Oxford Research Encyclopedia of Climate Science*. Matthew Nisbet (editor). Oxford University Press: 1-21.  
<http://doi.org/10.1093/acrefore/9780190228620.013.384>.
3. Peterson, Holly L. and Michael D. Jones. 2016. "Making Sense of Complexity: The Narrative Policy Framework and Agenda Setting." In *The Handbook of Public Policy Agenda Setting*. Nikolaos Zahariadis (editor). Edward Elgar: 106-133. .  
<https://doi.org/10.4337/9781784715922.00015>.
2. Pierce, Jonathan J., Aaron Smith-Walter, and Holly L. Peterson. 2014. "Research Design and the Narrative Policy Framework." In *The Science of Stories: Applications of the Narrative Policy Framework in Public Policy Analysis*. Michael D. Jones, Elizabeth A. Shanahan, and Mark K. McBeth (editors). Palgrave Macmillan: pp. 27-44.
1. Ellis, William C., and Holly L. Peterson. 2012. "Campaign Finance: The Impact of the Citizens United Decision," In *The Roads to Congress 2012*, Sean D. Foreman and Robert Dewhirst (editors). Lexington Books: pp. 27-44.

### **Invited Presentations and Workshops**

University of Massachusetts Lowell, Pi Sigma Alpha Induction Speaker. 2022

University of South Alabama, School of Arts and Sciences Social Science at a Transformative Time Series: "Climate Change and You: Local to Global Perspectives." 2021

University of Southern Mississippi, School of Social Science and Global Studies Speaker Series. 2021

University of Texas, Austin, Department of Government. Policy Agendas Project Budget Mini-Conference. 2016

University of Alabama, Birmingham, Department of Government. Multiple Streams Workshop. 2014

### **Conference Presentations\*, Papers, & Workshops**

Peterson, Holly L. "Narratives of Children & Hurricane Preparation Responsibility" Conference on Policy Process Research. Denver, Colorado. January 12-14th, 2023.\*

Peterson, Holly L. "Roundtable Rethinking Climate Policy: Lessons from the Pandemic" American Political Science Association. Montreal, Québec, Canada. September 15-18th, 2022.\*

Peterson, Holly L. “Women, Children, Families, and Policy Narratives: Lessons in Hurricane Preparedness from Alabama.” American Political Science Association. Montreal, Québec, Canada. September 15-18th, 2022.\*

Peterson, Holly L. “Presidential Stories of Fear: Focusing Congressional Climate Change Mitigation Attention.” Midwest Political Science Association. Chicago, April 2022.\*

Peterson, Holly L. “Women, Children, Families, and Policy Narratives: Lessons in Hurricane Preparedness from Alabama.” Women & Politics Workshop and Writing Retreat. The Newcome Institute at Tulane University. February 18th, 2022.

Ashley G. Flagge, Holly L. Peterson, and Daniel D. Balena. “Why Aren't My Students Learning? Tips to Help Increase Student Learning and Retention.” South Alabama Conference on Teaching and Learning. May 12th, 2021.\*

Peterson, Holly L. “Narrative Policy Images: Intersecting Narrative & Attention in Presidential Stories about the Environment.” Midwest Political Science Association. April 2021.\*

Peterson, Holly L., Chad Zanocco, and Aaron Smith-Walter. “Reconceiving Public Messaging on COVID-19: Stories of Hope & Fear.” American Society for Public Administration. April 2021.\*

Giordono, Leanne, Holly L. Peterson, & Chad Zanocco. “Trust, Community Harm & Climate Change Mitigation Policy.” Association for Public Policy Analysis and Management. November 2020.

Peterson, Holly L. & Hilary Schaffer Boudet. “Opposition to Liquefied Natural Gas Siting in Oregon.” International Symposium on Society and Resource Management. Salt Lake City, July 2018.\*

Peterson, Holly L., “Presidential Policy Images: A Narrative Analysis of State of the Union Speeches.” Midwest Political Science Association. Chicago, April 2018.\*

Pierce, Jonathan J. and Holly L. Peterson. “Advancing the Comparative Study of Learning, Coalitions, and Policy Change.” European Consortium for Political Research. Oslo, September 2017.

Peterson, Holly L., “Political Information has Bright Colors: An Integrated Approach to Macro Political Policy Ideas.” Midwest Political Science Association. Chicago, April 2017.\*

Pierce, Jonathan J., Holly L. Peterson, and Katherine C. Hicks. “Policy Change: An Advocacy Coalition Framework Perspective.” European Consortium for Political Research General Conference. Prague, September 2016.

Boudet, Hilary Schafer, Holly L. Peterson, Brittany Gaustad and Trang Tran. “Contentious Politics in Liquefied Natural Gas Facility Siting in Oregon” International Symposium on Society and Resource Management. Houghton, MI, June 2016.

Peterson, Holly L., and Michael D. Jones. "Making Sense of Complexity: The Narrative Policy Framework and Agenda Setting." Midwest Political Science Association. Chicago, April 2016.\*

Pierce, Jonathan J., Holly L. Peterson, Michael D. Jones, Samantha Garrard, and Theresa Vu. "There and Back Again: A Tale of the Advocacy Coalition Framework." Midwest Political Science Association. Chicago, April 2016.

Pierce, Jonathan J., Holly L. Peterson, Samantha Kersul, and Samantha Garrard. "Embracing Your Opponent: Policy Narratives and Public Opinion on Climate Change in the U.S." Midwest Political Science Association. Chicago, April 2016.

Smith-Walter, Aaron, and Holly L. Peterson. "Public Will as Shared Policy Beliefs: An NPF Approach and Application." Midwest Political Science Association. Chicago, April 2016.

Jones, Michael D., Elizabeth A. Shanahan, Holly L. Peterson, and Aaron Smith-Walter. "Narrative Cognition and Cultural Networks: How Groups Inform Campaign Finance Reform Preferences." American Political Science Association, San Francisco, September 2015.

Pierce, Jonathan J., Holly L. Peterson, and Aaron Smith-Walter. "Narratives Everywhere? The Limits of a Narrative Approach to the Policy Process." Midwest Political Science Association. Chicago, April 2015.

Smith-Walter, Aaron, Jonathan J. Pierce, and Holly L. Peterson. "Research Design and the Narrative Policy Framework." Midwest Political Science Association. Chicago, April 2014.

Smith-Walter, Aaron, Ashley Reynolds, Holly L. Peterson and Michael D. Jones. "Gun Stories: How Evidence Shapes Firearm Policy in the United States." Association for Public Policy and Analysis Management. Washington, D.C., November, 2013.\*

Ellis, William Curtis, and Holly L. Peterson. "Narrative Policy Framework and Policy Coalitions: Narrative Development and Coalition Maintenance in the Pre- and Post- ACA Landscape." Midwest Political Science Association. Chicago, April 2013.\*

### **Training and Professional Development**

Faculty Learning Community, "How Learning Works," University of South Alabama 2020-21

Inter-university Consortium for Political and Social Research (ICPSR) Summer Program at the University of Michigan. Summer 2016: Maximum Likelihood Estimation, Time Series Analysis, Maximum Likelihood Estimation Advanced Topics, and Time Series Analysis Advanced Topics

Certificate in Health Policy and Administration, Auburn University Montgomery, August 2013

### **Grants, Awards, Fellowships, and Scholarships**

Center for Collaborative Knowledge Grant with Joshua Darr, John White, Jenee Slocum and Roy Heidelberg, Louisiana State University (\$2,500), 2023

Gopher Tortoise Council Grant with Adam Chupp and Darrien Caudle (\$2,500), 2022

Advanced Summer Institute: Documenting Student Success, Innovation in Learning Center, University of South Alabama (\$1,400), 2021

Arts and Sciences Professional Development Award, University of South Alabama (\$3,250), 2021

Arts and Sciences Faculty Support and Development Award, University of South Alabama (\$1,500), 2021

Principal Investigator, "Building Resilient Narratives for Vulnerable Populations," Faculty Development Council Grant, University of South Alabama (\$5,000), 2021

Faculty Fellows Community Engagement Program, University of South Alabama (\$1,400), 2021

Summer Institute: Creative Solutions for Challenging Times, Innovation in Learning Center, University of South Alabama (\$2,500), 2020

Oregon State University Dissertation Completion Award, Winter 2019

Oregon State University Travel Funding. Fall 2014 & 2015, Spring 2014 -2018

International Association for Society and Natural Resources (IASNR) Travel Scholarship (\$700), Spring 2018

Oregon Sea Grant Research Travel Award. Oregon State University (\$300), Winter 2018

Empirical Implications of Theoretical Models (EITM) Certification Scholarship for Inter-university Consortium for Political and Social Research (ICPSR) Summer Program at the University of Michigan, Summer 2016

American Political Science Association (APSA) Travel Grant (\$600), 2015

Midwest Political Science Association (MPSA) Harrell Rodgers Graduate Student Travel Scholarship (\$500), 2015

Dean's Travel Grant, School of Sciences, Auburn University Montgomery (\$2,500), 2013

### **Courses Offered**

**Graduate Courses** Public Policy Seminar (2023), Public Administration Practice & Theory (2022, 2023), Environmental Policy (2019, 2021, 2023), Urban Ecology Management & Policy (service-learning, with biologist Dr. Adam Chupp, Spring 2022), Congressional Policymaking (2020, 2021), Research Design (2019, 2020, 2021), Organizational Theory (2019, 2020, 2021)

**Undergraduate Courses** Research Methods (2016, 2020, 2021, 2022), Congressional Policymaking (2020, 2021), Introduction to Microeconomics (2019), Introduction to Macroeconomics (2019), Policy Problems (2018), U.S. Energy Policy (2018), Environmental Politics & Policy (2017), Introduction to Political Thought (2017), Science and Policy (2016, 2017), Introduction to US Government (2016)

### **Advising**

Doctoral Exam and Dissertation Committee: Natalie Kacynski, Media & Public Affairs, Louisiana State University, committee member (2022 - current)

Master's Thesis Committee Member: Rhodah Wangondu, Public Administration, University of South Alabama (2020-2021)

Undergraduate Honors Thesis Chair: Caroline Long, Economics, University of South Alabama (2021)

### **Service**

Associate Editor

Policy Studies Journal. 2022-current

Referee for *Climatic Change*, *Environmental Politics*, *Energy Research & Social Science*, *European Policy Analysis*, *European Political Science Review*, *Humanities and Social Sciences Communications*, *Interest Groups & Advocacy*, *International Journal of the Commons*, *Journal of Public Policy*, *Policy & Politics*, *Policy Sciences*, *Policy Studies Journal*, *Political Studies*, *Politics & Policy*, *Public Administration*, *Society and Natural Resources* and National Science Foundation (Decision, Risk, and Management Sciences)

Committee Chair. Diversity, Equity, and Inclusion Committee for the Department of Political Science and Criminal Justice. University of South Alabama. 2021-2022

Committee Member

School of Arts and Sciences. University of South Alabama.

Gender Studies Committee. 2020-2022

Professional Development Summer Award Committee. 2021-2022

Undergraduate Scholarship Committee. 2021-2022

The Department of Political Science and Criminal Justice. University of South Alabama.

Diversity, Equity, and Inclusion Committee. 2020-2022

Faculty Search Committee. 2020-2021

Student Awards Committee. 2020-2022

SEAL (Sustainability, Environmental Achievement, and Leadership) Awards Presidential Candidate Recommendation Committee. Summer, 2019

Panel Chair

Midwest Political Science Association

“The State of Narratives on Race, Health, and Advocacy in State Politics” &

“Advances in the Narrative Policy Framework - Guns, Money, Politics and Hegemonic Discourses” April, 2022

“Policy Potpourri.” Midwest Political Science Association. April, 2021

“Advances in the Narrative Policy Framework.” April, 2021

“Public Policy Narratives and the Mass Media.” April, 2018

Association for Public Policy Analysis and Management

“Attention, Framing and Trust: How Disasters and Crises Influence the Policy Process.” November, 2020

“Policy Potpourri I.” November, 2020

Panel Discussant

Midwest Political Science Association.

“Narratives of Public Policy” & “Advances in the Narrative Policy Framework - Guns, Money, Politics and Hegemonic Discourses” 2022

“Policy Potpourri” 2021

“Characters, Policy Narratives, and Political Communication” 2017

Agriculture Policy Research Group Conference. October, 2021

Association for Public Policy Analysis and Management.

“Policy Potpourri I” November, 2020

Panel/Roundtable Organizer

Midwest Political Science Association. Chicago, April 2014, 2015, 2016, 2020, 2021, 2022, 2023

Conference on Policy Process Research. Denver, January 2023

Workshop Organizer

LSU Multidisciplinary Coastal Communication and Policy Summit. College of Coast & Environment, Manship School of Mass Communication, and E. J. Ourso College of Business, April 2023 ([Link](#))

### **Media Outreach and Coverage of Research**

[Episode 2: Dr. Holly L. Peterson](#). Art of Science Podcast. Policy Studies Journal and the Center for Policy Design and Governance at Syracuse University, February 15th, 2023

[State Lawmakers Want to Change the Way Alabama Handles Future Lockdowns](#). AL.com, February 7, 2021

[Case Study Looks at Lessons from LNG Fight](#). The Astorian, July 26, 2019

### **Professional Experience**

Part-time Faculty, Linn-Benton Community College, 2018-2019

Curriculum Development, “Rural Public Policy” Online Open-Access Course, United States Department of Agriculture, 2015

Graduate Assistant, Center for Public Administration & Policy, Virginia Tech, 2013-2014

Collier M.P.A. Research Assistant, Department of Public Administration and Political Science, Auburn University Montgomery, 2013

Research Assistant, Center for Leadership and Public Policy, Alabama State University, 2012-2013

Quality/Risk Administration & Operations Director, Planned Parenthood of Alabama, 2006-2010