

# **Joseph Cabosky, Ph.D., J.D.**

**Assistant professor, School of Media and Journalism at UNC-Chapel Hill**

Chapel Hill, NC, US

Joe's creative work and research focuses on public relations data analytics and the value of modern PR efforts

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Joe's creative work and research focuses on public relations data analytics and the value of modern PR efforts, particularly in the areas of entertainment, politics and investor relations. Within this realm, he often examines under explored types of publics, such as minority and niche communities. Though these industry sectors are topically diverse, the objectives of his work are the same: to create a better understanding of how to measure public relations activity, improve PR analytics, and further develop insights about niche and minority publics. To accomplish these goals, he often examines social media behavior, online opinion leaders, and predictive modeling. His work has also studied how strategic communication and public relations materials portray minority populations, such as LGBT individuals.

As the public relations profession continues to change and adapt at rapid rates, Joe's scholarship aims to assist in the reshaping of the field – both inside the classroom and within industry. While much public relations scholarship often focuses on areas such as news media relations, Joe's work attempts to better value and appreciate other growing and changing facets of the profession.

Joe's scholarly and teaching areas stem from his professional and research background. His entertainment interests developed at the start of his career when he worked in media development in Los Angeles. He has since done public relations, strategic communication and media work for corporate, nonprofit and political clients in a number of sectors and locations. During this time, he also obtained a Juris Doctorate. As a licensed attorney in North Carolina, his background has allowed him to examine topics that may blend strategic communication and law, such as investor relations. Finally, Joe's application of analytics to politics started in the 2012 cycle when he launched Cabpolitical, a website that has been referenced by popular national outlets, such as the New Yorker. His scholarship has also been published in journals such as Public Relations Inquiry, Journalism History, and the Charlotte Law Review.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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Public Relations and Communications, Political Organization, Market Research, Motion Pictures and Film

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Public relations evaluation and analytics, Entertainment analytics, Political analytics, Micro and diverse publics

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North Carolina State Bar, National Investor Relations Institute, National Communications Association

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**University of North Carolina at Chapel Hill**

Ph.D. Mass Communication

**Michigan State University College of Law**

J.D. Law

**Chapman University**

B.F.A. Television Production and Broadcast Journalism

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**Seed Grant, UNC School of Media and Journalism**  
2016

Seed grant to develop assessment and evaluation guide for Durham VOICE.

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