

RESEARCH SPECIALIZATION

Interdisciplinary critical communications and media researcher exploring connections and associations between housing crisis and ecological crisis—I use liberatory research methods to examine the roots and branches of dominant discourses in housing and environment, their historical and socio-political interrelatedness, and their current and future implications.

CURRENT WORK

Climate HQ Annual Events Committee Chair, Climate Justice Leadership Initiative (CJLI)
San Francisco State University | San Francisco, CA | August 2022 - Present

Graduate Teaching Fellow, School of Journalism & Communication
University of Oregon | Eugene, OR | September 2022 - Present

Independent Video Producer
Self | San Francisco, CA | May 2017 - Present

EDUCATION

In Progress | PhD, Communication & Media Studies, University of Oregon
2017 | MA (Hons.), Broadcast & Electronic Communication Arts, San Francisco State University
2009 | BA, Environmental Studies, San Francisco State University

INTERESTS & APPLIED RESEARCH

Ecological Crisis Communication | Ideology | **Visual Studies** | Climate Resilience
Racial Capitalism | **Visual Production Methods** | Cultural Studies | **“Urban” Communication**
Liberatory Research Methods | Food Sovereignty | **Labor** | Critical Theory | Critical Pedagogy
Dialectical Materialism | **Housing Studies** | Counter-Narrative | **Critical Discourse Analysis**
Environmental Sociology | Land Back | Risk Communication | Children’s Media
Housing Justice | Aesthetic Theory | Documentary | **Video Production** | Decolonized Praxis

SCHOLARLY PUBLICATION

Pulley, E. R. (2018). Children of change: An experiment in producing visual climate messaging for parents and caregivers. *Journal of Sustainability Education, Vol. 17*. <https://shorturl.at/dsORV>

CONFERENCE PRESENTATIONS

- 2023 | “A Cross-Sectional Study of Income, Housing Status, Ideology and Attitudes about Rent Control in the U.S.” Pacific Northwest Political Communication and Journalism Studies Conference, Seattle, WA
- 2017 | “Children of Change: An Experiment in Producing Persuasive Climate Messaging” Graduate Student Research Presentations: Grand Plans & Great Expectations, Broadcast Education Association, Las Vegas, NV
- 2016 | “Hegemonic Ideology, Media, and Representations of Nature: A Catastrophic Trinity” Critical Perspectives on Policy, Place, and Practice in Environmental Communication, Western States Communication Association 88th Annual Convention, Salt Lake City, UT
- 2016 | “Climate Change, Risk and Framing in the Media: Communicating Urgency and Promoting Effective Behavior Change for a Better Shared Future” Risk and Health Communication in an Evolving Media Environment, Broadcast Education Association Research Symposium, Las Vegas, NV

MANUSCRIPTS IN PREPARATION

- Pulley, E.R. (2024). No place like home: Applying dialectical materialism and dialectical ecology frameworks to analyze the U.S. housing crisis in relation to our planetary ecological crisis
- Pulley, E. R. & Bunquin, J. B. A. (2024). Applying visual methodologies to the study of audience reception of climate change issues and information.
- Pulley, E.R. (2024). *Illusions of grandeur*: Illusory truth effect, neoliberal housing rhetoric & YIMBY Action’s meteoric rise through a critical lens.
- Pulley, E.R. (2024). “Up and Coming!”: Comparing property descriptions in high- and low-SES San Francisco neighborhoods on Zillow

SELECTED AWARDS, GRANTS, AND ACHIEVEMENTS

- 2025 | **1.5K grant** for CSU’s Call to Service Grant Initiative: Community Engagement in support of my the 2025 Climate HQ Ecological Film Festival
- 2023 | Certificate of Graduation from the **Labor Education Research Center** (LERC) for participation in the 2023 AFL-CIO Summer School.
- 2022 | **2.8M grant** awarded to interdisciplinary, interdepartmental committee assembled to develop and support Climate Justice programs and initiatives at San Francisco State University and within the California State University (CSU) system.
- 2022 | Diversity & Inclusion **Creative Award of Excellence**, Broadcast Education Association Annual Conference, for short video titled “ALA: Trang & Hanh's Story.”
- 2022 | **2K grant** awarded by Extraordinary Ideas program to produce a bilingual (Spanish/English) podcast series entitled “Manos Arriba: Unreported Stories of Latine/x in the U.S. Carceral System” with SFSU colleagues in the Journalism, Criminal Justice, and BECA departments.
- 2021 | **2K grant** awarded by the SF State Educational and Interfaith Programs Fund to develop and sustain a capstone project for my Environmental Media Communication course exploring environmental justice communication. Two different events were produced and hosted by two cohorts of students: in Spring 2021 during remote teaching, it was a multimedia, live-

streamed panel event featuring local activists and in Spring 2022 it was a mini “green” film festival featuring student and alumni video and documentary work with environmental justice themes.

- 2019 | Certification in Critical Active Pedagogy
- 2017 | **Graduate Award of Distinguished Achievement**, San Francisco State University
- 2017 | **Graduate Award for Excellence in Pedagogy**, San Francisco State University
- 2017 | 2nd & 3rd Place, Animation/Experimental/Mixed Student Video Competition, Broadcast Education Association Festival of Media Arts
- 2016 | **1st Place, Graduate Paper Competition**, Broadcast Education Association Annual Conference
Research Symposium
- 2016 | **Honorable Mention, Short Form Documentary** Student Competition, Broadcast Education Association Festival of Media Arts

SELECTED SERVICE

- Present | Vice President of Operations and Executive Board member of the Graduate Fellows Federation (GTFF) at the University of Oregon
- 2022 to Present | Selected member of the Climate Leadership Incubator Committee (CLIC), which was awarded a 2.8M grant to develop and implement Climate Justice initiatives at SFSU and within the California State University (CSU) system
- 2021 to 2023 | Executive Board member of the California Faculty Association (CFA) SFSU Chapter, department lecturer representative, and founding member of the SFSU Equity for Lecture Faculty (ELF) Committee
- 2021 to 2022 | SFSU Experimental College (ExCo) Faculty Advisory Board Member
- 2021 to 2022 | International Environmental Communication Association (IECA) Fundraising Committee Co-Chair
- 2020 | Participating member of interdisciplinary working group to launch a Certificate in Climate Change Causes, Impacts, and Solutions at SFSU
- 2018 | Recorded and edited footage for Fossil Free California’s day-long Climate Finance Summit, a Global Climate Summit affiliate event
- 2018 | Canvassed for San Francisco’s Proposition C, Universal Free and Affordable Childcare and Early Education Access
- 2017 | Produced, directed, and edited informational video for Professor Rabab Abdulhadi’s legal fund

TEACHING EXPERIENCE

San Francisco State University | San Francisco, CA

Faculty Lecturer, Broadcast & Electronic Communication Arts

August 2017 – Dec 2022

- Courses developed and taught include: Environmental Media Communication; Field Production; Social Movements and the Media; Research Methods; Critical Study of Popular Culture; Children & Television; Industry of Broadcast News; Studio Production Laboratory; Media Performance; Writing for the Media

San José State University | San José, CA

Faculty Lecturer, Department of Communications

August 2021 – May 2022

- Course: Global Climate Change I & II, an interdisciplinary, multi-unit, team-taught course in collaboration with the Environmental Studies and Climate Science departments

UC Berkeley Extension | Berkeley, CA

Instructor, Grant Writing for Professionals Workshop

March 2015 – October 2019

- Designed curriculum for 15-hour grant writing workshop
- Led lectures, classroom exercises, and roundtable discussions
- Focus on researching funders, the stages of the proposal writing process, and cultivating funding relationships

San Francisco State University | San Francisco, CA

Graduate Teaching Associate, Broadcast & Electronic Communication Arts

January 2016 – May 2017

- Hands-on instruction in basic video production, including but not limited to preproduction, camera operation, lighting techniques, sound recording, and control room duties

PRODUCTION, COMMUNICATIONS & DEVELOPMENT EXPERIENCE

San Francisco State University | San Francisco, CA

Climate HQ Events Committee Chair

August 2022 - Present

- Lead faculty and students in the planning, production, promotion, and execution of climate justice-themed campus-wide events, in particular, Earth Week events and the Climate HQ FilmFest
- Conceived of and launched the inaugural Climate Justice Film Festival featuring student, alumni, faculty, and community multimedia highlighting climate-related arts, science, and activism

Independent Media Producer | San Francisco, CA

Video production & editing for nonprofits and community groups

May 2017 – Present

- Develop, produce, and direct creative visual content for grassroots organizations and local not-for-profits
- Plan video shoots; scout, select, and reserve shoot locations; maintain production schedules
- Collaborate closely with clients and stakeholders
- Record and edit video projects
- Proficiency in Adobe Premiere

San Francisco Zoological Society | San Francisco, CA

Grant Writer

October 2009 – November 2012

- Developed, wrote, and edited grant proposals, primarily for programs that promoted environmental education and wildlife conservation

- Wrote and edited copy for mailers, fundraisers, email blasts, internal documents, and Capital Campaign materials
- Researched, attracted, and secured new funding opportunities in support of numerous education programs and a multimillion-dollar operating budget
- Collaborated on creative fundraising strategies

Natural History Photography | San Francisco, CA

Production Coordinator

December 2009 – December 2010

- Assistant to National Geographic Magazine contributing photographer
- Researched, organized, and helped plan photo essays and exhibits focused on environmental issues, including National Geographic feature article on ocean acidification
- Corresponded with experts, journalists, field scientists, and National Geographic headquarters
- Performed various administrative duties, such as tracking expenses, producing invoices, and maintaining multiple calendars and project budgets

Green Planet Films | San Francisco, CA

Event Publicist

March 2010 – April 2010 (temporary)

- Developed publicity materials for streaming film event
- Fostered relationships with local media and environmental publications

Green Planet Films | San Francisco, CA

Media Outreach Intern

January 2007 – June 2007

- Coordinated and organized film screenings
- Maintained media correspondence related to film screening
- Composed and edited scripts for “Green Stream” podcast

Act Now Productions | San Francisco, CA

The Video Project Assistant

December 2006 – July 2007

- Wrote film synopses for environmental film festival submissions and magazine reviews
- Helped develop educational supplements and curriculum guides distributed with the award-winning film, “Crude Impact”
- Composed abstracts published in Act Now’s catalog of films

