



Graduate Studies News

MARCH 2013

MU Grad Students Put Social Media on Steroids with St. Louis TV Program by Tyler McConnell

Seven masters students, two PhD students and one undergraduate are working on the KETC-TV broadcast, *Stay Tuned*. The goal is to put “social media on steroids;” to make the public forum of journalism bigger and more diverse.

It’s one o’clock in the morning.

And more than just the mice are stirring in Columbia at this hour. Two MU journalism master’s students and their faithful advisor, Kent Collins, are returning to Hitt Street Garage from their weekly trek to KETC-TV (The NineNetwork) in St. Louis. McDonald’s wrappers litter the floorboards. Eyes are glazed over like fresh, sticky Krispy Kremes. At the garage, we scatter to our individual cars for the drive home.

It’s an exhausting job prepping social media guests for a brand new type of television journalism -- but somebody’s got to do it. We’re like Lewis and Clark of sorts. Except, instead of a canoe, we paddle with an Internet connection.

Seven master’s students, two PhD students and one undergraduate student are working on the KETC-TV broadcast, *Stay Tuned*, which airs Thursday evenings at 9 on the PBS affiliate. Our ultimate goal is to put “social media on steroids;” to make the public forum of journalism bigger and more diverse. The broadcast is a partnership between KETC-TV in St. Louis and The Reynolds Journalism Institute at the Missouri School of Journalism

Much like the Village People, each of us has a separate role in the dance that is this project.

Among the master’s students, one group of our researchers prepare guests for Google+ Hangout. The Hangouts are designed to bring more voices to the discussion of serious community issues on *Stay Tuned*. The GRA’s also mine data from the World Wide Web on various topics, and monitor the social media buzz generated before, during and after the program. One recent broadcast generated 600 Tweets, some of which were multiple Tweets by the same people. Every Thursday a couple GRA’s join Professor Collins for the ride to St. Louis to help produce the broadcast. Among these warriors of journalism are Kellie Stanfield, Jamie Ries, Tyler McConnell, and newcomer Andrada Zabava.

The Reynolds Journalism Institute has four additional students producing television news packages that explain details of the issue before *Stay Tuned* anchor Casey Nolen launches into a series of studio interviews. The reporting students include Jennifer Long, Kerry Leary, Matt Noonan, and undergraduate Joe Chiodo.

Journalism Professor Emeritus Roger Gafke has been advisor on the project, and is playing a direct role in the evaluation of it.

Journalism doctoral students Mimi Perreault and Joy Jenkins, with supervision from Esther Thorson, associate dean of graduate

studies for the Missouri School of Journalism, are collaborating on a scholarly endeavor to assess the impact of *Stay Tuned* on various stakeholders. Having researched the history of the public journalism movement and the components that result in successful public journalism initiatives, Perreault, Jenkins, and Thorson have suggested a new model called Trustee Networked Journalism. This approach combines the tenets of public journalism with a focus on engaging community members through social and interactive media. With this approach in mind, Perreault and Jenkins have begun an effort to gauge the immediate impact of *Stay Tuned* and its focus on not only presenting content that illuminates community issues, but also providing viewers with opportunities to comment on those issues.

Currently, Perreault and Jenkins are working with Charles Gasper, director of evaluation for KETC, to create a survey to distribute to various audiences that are important to *Stay Tuned*. This includes those who have participated in the *Stay Tuned* studio audience, those who have interacted with KETC via social media outlets—such as Twitter and Facebook—and other *Stay Tuned* viewers. The researchers plan to follow up the survey with other research methods, including in-depth interviews

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Stayed Tuned, cont.

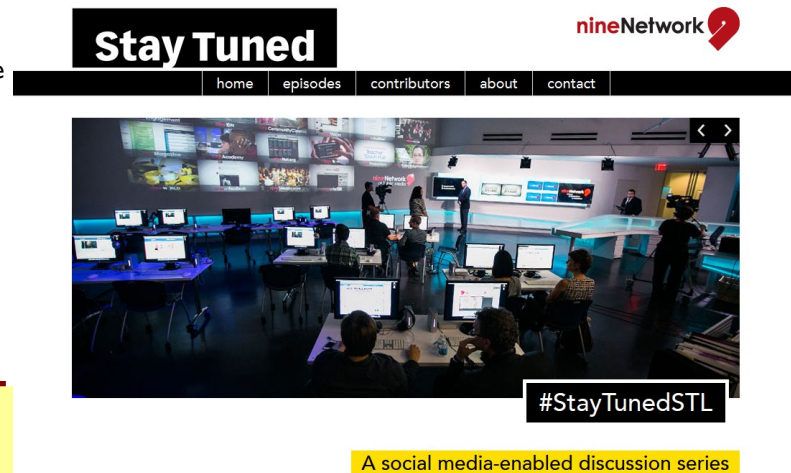
with *Stay Tuned* audience members, viewers, and social media participants, as well as focus groups with community leaders. Perreault and Jenkins also hope to analyze social media analytics to determine the nature of conversations occurring online and the network of social media users that has emerged. Ultimately, the researchers hope to share their findings about *Stay Tuned* with other researchers interested in the growth of public journalism.

In the end, this work will be evaluated by Jenkins and Perreault. They're currently using data acquired from the project to test if the KETC-RJI project is building the public forum via social media. Many perceive social media on television news programs as gossip and reckless opinion. The *Stay Tuned* project hopes to encourage substantive comments.

Altogether, the team is using the modern tools of the digital age to expand involvement of everyday citizens with daily journalism.

Stay Tuned is very much a work in progress, and we'll continue the Thursday night trek to St. Louis — fortified with a few Big Macs to put away late into the night— but that's just how we like it.

Want to take a look at *Stay Tuned*? Go to <http://staytuned.ninenet.org> and click on EPISODES.



A social media-enabled discussion series

Shoenberger Awarded AAA Dissertation Award

BY EMILY BREHE

Last month, PhD student Heather Shoenberger won the American Academy of Advertising's Doctoral Dissertation Competition with her proposal about online behavioral advertising.

Shoenberger was awarded \$2000, and her work was among the four proposals selected this year. She was "shocked and honored" when she learned of her achievement.

According to Shoenberger, online behavioral advertising (OBA) is everywhere, and although it promises to be an effective advertising method, controversy continues to grow as the barrier between privacy and consumerism becomes less apparent.

"The proposed dissertation research hopes to provide a more complete understanding of consumer perspectives of OBA and offer a close look at just how consumers negotiate a digital world with OBA targeted at them," Shoenberger said.

Shoenberger said she plans to use the prize to help fund her dissertation work. The extra cash allows her to "properly execute" her project. The topic interests her be-

cause of its prominence.

"How people negotiate the collection and handling of their data is a topic that will persist as more and more of our lives become entwined with the digital realm," Shoenberger said.

Although the dissertation phase is closely followed by graduation, Shoenberger is going to make the best of her final days at Mizzou. She has become attached to research, and she hopes to find a job at a university that values it as much as she does.

"I'm trying to learn as much as possible before leaving Mizzou," Shoenberger said. "I've become intimate with data in ways I never thought possible."



MA Student Featured in Kashmir Exhibit by Emily Brehe



Fulbright Fellow and master's student Showkat Nanda joined other re-knowned photographers in the Kashmir exhibit featured last month in Thailand's Chiang Mai Documentary Arts Festival.

Nanda was born in India-controlled Kashmir. His exposure to the three-headed conflict among India, Pakistan, and Kashmir's own fight for independence has encouraged him to aspire to be a photojournalist and inform the world of the struggles of his people.

"As a kid, I wanted to be a doctor, but the unique experiences I had during my childhood, [my] passion for visuals and a strong urge to tell the stories of my land turned me to photojournalism," Nanda said.

The Kashmir exhibit was displayed at the Chiang Mai Documentary Arts Festival from Feb. 8-14 and will soon travel to the US and Europe. The exhibit reveals photos focusing on the conflict during the last 25 years.

In 2011, Nanda's artistic image of three Kashmiri sisters who were widowed by the ongoing conflict was named "Photo of the Year" and ranked first in the General News Category at the National Press Contest, India's most respected photo contest. The panel of judges consisted of three well-known photographers who unanimously chose

Nanda's photo for the grand prize. It is on display along with 11 other photos by Nanda.

The color image portrays the three women with veils covering their hair, a piece of everyday attire for conservatives in Kashmir. The camera is focused on one woman who stares sullenly off-camera. Nanda used photorealism and a "profound abstractness" to apply an edgy gradient on the image. This technique gives the photo a haunting look that tells the widows' difficult stories.

"It is extremely difficult to choose a favorite photo from among thousands of pictures I have made," Nanda said. "Every image is special in its own right. However, I chose to mention this photograph, which is special for me in many respects. This image...has a profound visual meaning for me."

Nanda says that the experience has helped him grow as a journalist. The exhibit serves as an excellent opportunity for him to network and establish his name as a brand for his work.

"For every photojournalist, recognition is almost always a top priority," Nanda said. "When you have an international audience, it is an indication that your work is being recognized and appreciated. It has given me a wonderful chance to meet and make professional contacts with reputed photojournalists across the world."



Online MA Student Spotlight: Gia Manry by Emily Brehe

1. Tell us a little about yourself.

"I am a student in the online master's program model for Strategic Communication, and a brand manager for FUNimation Entertainment. FUNimation is North America's largest distributor of Japanese animation, and our titles include Dragon Ball Z, Cowboy Bebop, and Trigun."

2. Why did you choose the Missouri School of Journalism?

"When I began looking into master's programs, I knew I could just earn an MBA from any random school, but I felt strongly about earning my Master's in journalism. In today's world, content is key, whether your content supports the product or is the product. Journalism comes from a perspective of giving an audience what it's looking for, which I think is a relatively unique perspective in the world of marketing, which can get so focused on giving the audience the message the marketer wants that the message never hits home. I had already heard of Mizzou's



journalism school by that time, so it was one of several schools I looked at. In the end I applied to two schools, but once I got into the University of Missouri-Columbia I didn't even look at the other school."

3. Tell us about what you are doing in the program.

"Currently I am enjoying the flexibility of the program and taking a course in communication law. It's technically not part of the standard Strategic Communication program model, but I have a strong interest in the law as it applies to media and was thrilled when my advisor told me that I could swap the course in with no difficulty."

4. What do you want to do after you've received your degree?

"After I've earned my degree I want to carry on with my passion for connecting fans with the entertainment they love, whether that continues to be in niche markets like Japanese animation or something more mainstream."



Anthony Adornato (Online MA '12) will be starting in August as an assistant professor of journalism at Ithaca College. Also, his recent presentation on verifying social media information has been accepted for the BEA Ignite session at their annual conference in April.

Michael Fuhlhage (MA '07), assistant professor of journalism at Auburn University, received the David Sloan Award for the Outstanding Faculty Research Paper at the American Journalism Historians Association annual convention in October in Raleigh, N.C. The winning paper, "Brave Old Spaniards and Indolent Mexicans: J. Ross Browne, Harper's New Monthly Magazine, and the Social Construction of Off-Whiteness," also received the J. William Snodgrass Award for the Outstanding Research Paper on a Minorities Topic.

Joonghwa Lee (PhD '12) is the recipient of the Middle Tennessee State University Public Service Grant. Lee's proposed project with Dr. Tricia Farwell is a MTSU Advertising Competition for high school students around middle Tennessee. The competition will help high school students understand the advertising major at MTSU as well as allow current advertising students to be engaged in the advertising program. The project is a big one and the first of its kind at MTSU. A big congratulations is in order for Joonghwa!

María E. Len-Ríos was nominated to serve on the AEJMC Publications Committee, which advises the three association flagship journals: *Journalism & Mass Communication Quarterly*, *Journalism & Mass Communication Educator* and *Journalism & Communication Monographs*. Duties include ongoing evaluation of the new AEJMC relationship with Sage Publications as well as reviewing the journal needs of the Association. AEJMC members will elect three of six candidates to serve on the committee this March-April in online voting. Terms are for three years. Len-Ríos is the only MU candidate nominated this year for the Publications Committee. Many members of our graduate faculty have represented MU on AEJMC committees.

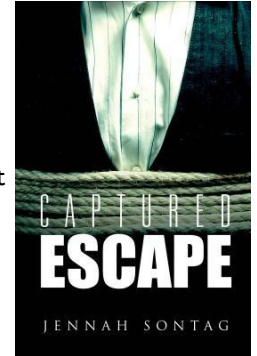
María E. Len-Ríos (PI) with Co-PIs Gustavo Carlo, Millsap Professor of Diversity and Multicultural Studies & Co-Director, Center for Children and Families Across Cultures; Sarah Killoren, Department of Human Development and Family Studies; M. Lynne Cooper, Curator's Professor of Psychological Sciences; and Arielle Deutsch, Department of Psychological Sciences were awarded a \$25,000 Mizzou Advantage Pitch Grant for their project, "Predicting Latino Youths' Sexual Health: The Intersection of Culture, New Media, Interpersonal Relationships, and Morality."

Missouri's Washington Program has launched a new [Facebook fan page!](#) Students who are interested in spending a se-

mester in Washington can find lots of relevant information there.

Jennah Sontag, a current master's student, has recently released a novel! The title is *Captured Escape*, and you can find it on Amazon [here](#).

Esther Thorson, Charles Davis and our some of our December PhD graduates (from left: Joonghwa Lee, Esther Thorson, Charles Davis, You Li; back, from left: Adam Maksl, Bokyoung Kim, Chad Painter) posed for pictures at the Graduate School Commencement ceremony, where doctoral students are 'hooded' by their dissertation chairs. Congratulations to our newest alumni!



Tim Vos recently made a Skype presentation (January 31) on his upcoming book project, *Gatekeeping in Transition*, to a doctoral seminar at the University of Alabama. The seminar is taught by Wilson Lowery, who will be contributing to the book. Vos recently served on the Fall Selection Competition Committee for the Fulbright Commission for Education Exchange in Belgium. While in Brussels he also met with doctoral students and faculty at the Université Libre de Bruxelles (ULB) to discuss research. Two ULB faculty members, David Domingo and Florence Le Cam, are contributing to the new gatekeeping book project.

Vos recently chaired an Association for Education in Journalism and Mass Communication (AEJMC) ad hoc committee that was asked to propose changes to the association's by-laws. The committee forwarded its recommendations to the AEJMC Board of Directors in December and proposed changes will be put to a vote of the association in August.

Presentations

Anthony Almond, Freya Sukalla, & Russell Clayton. "Mediated empathy as an embodied motivated process." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Brittany Bennett, Srinivasan Ratneshwar, & Eunjin Kim. "Brand loyalty: A matter of the maximizing trait and product category involvement?" Presented at the Society for Consumer Psychology Conference, San Antonio, TX, February 28 -March 2, 2013.

Paul Bolls, Heather Shoenberger, & Anthony Almond. "Biological-based motivational differences in perceptions of assessing news with mobile devices and social engagement with online news." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Paul Bolls, Jennah Sontag, Rachel Davis & Di Zhu. "Intense news photos, motivational activation and processing of online news." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Rachel Davis. "The use of contestation and social norms in developing radicalized discourses online." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Rachel Davis. "Processing of fear and disgust in natural disaster images." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Hilary Gamble, Rachel Davis, Russell Clayton & Di Zhu. "Motivated processing of message frames: Third-person gain/loss frames and vividness." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Kyung Jung Han & Bryan H. Reber. "Privacy concerns when using Facebook: Does relational context matter?" To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Seoyeon Hong & María E. Len-Ríos. "Does the race of the spokesman matter in times of crisis?" To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Seoyeon Hong & Bokyoung Kim. "What can we expect from Facebook?: Its impact on publics, perceived level of crisis severity, attitude toward a university, and evaluation of the organizational performance." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Eunjin Kim, Erin Roesler, & Srinivasan Ratneshwar. "Attention to social comparison information: It's all about keeping up with – but not standing out from-the Joneses!" Presented at the Society for Consumer Psychology Conference, San Antonio, TX, February 28 -March 2, 2013.

Eunjin Kim, Kevin Wise, Suyoung Moon, & Chi Yao. "Opportunistic discovery of information: Scale validation." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Eunseon Kwon & Jong-Hyuok Jung. "As seen on my favorite TV show: Exploring consumer' attitudes and behavior intentions toward product placement in TV shows." To be presented at the American Academic of Advertising, Albuquerque, NM, April 4-7, 2013.

Gregory Perreault. "Text, image, violent games and God: A concept explication of depiction." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Alecia Swasy & Gregory Perreault. "A commentary echo chamber: Twitter as an information subsidy in the coverage of U.S. Senate candidate Todd Akin." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

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Presentations, cont.

Edson Tandoc & Bruno Takahashi. "The changing nature of environmental discourse: An exploratory comparison of environmental journalists and bloggers." To be presented at the International Communication Association, London, UK, June 17-21, 2013. **Top Faculty Paper, Environmental Communication.**

Edson Tandoc & Mike Jenner. "Analyzing web analytics: How newsrooms use web metrics in news construction and why." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Edson Tandoc. "Web metrics as heuristics?: How online news audiences prioritize economic and cultural capital when choosing which news stories to read." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Esther Thorson, Eunjin Kim, & Margaret Duffy. "News in a multiscreen world: A taxonomy of daily screen usage for news and information." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Esther Thorson, Eunjin Kim, Margaret Duffy, & Bokyoung Kim. "Discovering media repertoires: Daily news source use by college students as a function of day part." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Tim Vos. "Professional roles revisited: Between the rhetoric on role conceptions and journalistic performance." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

Tim Vos. "The FCC, positive liberty, and the golden age of network documentaries." To be presented at the Broadcast Education Association (BEA) Conference, Las Vegas, NV, April 9, 2013.

Tim Vos & Seth Ashley. "Amending equal time: Explaining institutional change in American communication policy." To be presented at the International Communication Association, London, UK, June 17-21, 2013.

New Online Models in Fall '13

The online master's program will begin offering two new program models, Interactive Media and Health Communication, starting in Fall 2013.

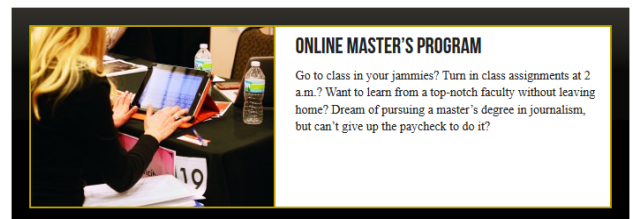
Discussions about adding the two models began last year, when the program noticed a growing interest in students for both interactive media and health-related coursework. Overall, Mizzou is investing \$2.5 million in 16 new online programs over the next year; last month \$93,730 was awarded to the Missouri School of Journalism toward rolling out the two new online models.

The Interactive Media module will focus on social media and the interactive side of journalism. The proposal indicated students who choose this area of emphasis will "focus on the practical skills and theoretical implications of interactive and social media in the fields of journalism, advertising, or public relations."

Students who choose to emphasize in Interactive Media could likely pursue careers in newsrooms, advertising, public relations or communication. Job announcements indicate employers are searching for professionals with digital expertise.

"Interactive Media will allow students to expand their knowledge in infographics, visual communication, interactive advertising, and even coursework outside the school of Journalism-- such as web development or flash authoring-- with approval," said Sarah Smith-Frigerio, advisor to the program.

The Health Communication module will allow students to take courses specific to health promotion, and again, take classes outside of Journalism—such as grant-writing—if relevant to their professional goals. Students who choose this path are likely to pursue careers in state or local agencies, non-profits and hospital com-



Online Master's Program

If you are a mid-career professional with at least three years of professional experience in a journalism-related field, the online master's programs at the Missouri School of Journalism might be the best option for you.

The world's first and best-known journalism school makes a quality professional education accessible to working journalists and strategic communicators through its online master's degree options in health communication (available beginning fall 2013), interactive media (available beginning fall 2013), media management or strategic communication. Learn administrative skills and gain the credentials to excel in leadership – whether you work in print, broadcast, advertising, corporate communication or public relations.

munication teams.

"Health Communication allows students to tailor this experience in some interesting ways," Smith-Frigerio said. "It will allow students to take classes specific to health promotion, and even allows for a practicum experience with the Health Communication Research Center."

Both program models will have the same core requirements as existing online models.

The level of interest expressed by current faculty members to teach in the new programs has been high. The majority of funding received from Mizzou Online will contribute to course development and adaptation incentives for faculty, as well as program promotion and student recruitment.

For more information, prospective students can review the [Online MA program materials online](#), or contact [Sarah Smith-Frigerio](#) directly.

Publications

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SUBMIT AN ARTICLE, ANNOUNCEMENT, OR ITEM OF INTEREST

Deadline for submission for the April newsletter is Friday, March 22. Late submissions will be included on a space- available basis, or in a following month.

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