



Graduate Studies News

MARCH 2011

HCRC: Communication Meets Social Change by

Saleem Alhabash



Health Communication Research Center

Established in 2003, the Health Communication Research Center at the Missouri School of Journalism focuses on informing the practice of health and science communication using a research-driven multi-method approach. The center, spearheaded by Professor Glen Cameron, executes a number of regional and national grant-funded projects in various areas to envision and test the effectiveness of communicating health- and science-related messages. According to the Center's [website](#), its organizers realize these aims and objectives by providing an assortment of tools, including: community-based media channels, localization and tailoring, social marketing, social media and technology use, and strategic communication.

Jon Stemmler, associate director of HCRC, states that the main goal of HCRC is to create and execute practical health and science communication campaigns combined with evaluation and empirical research. However, the research typically goes beyond simple evaluation of its projects, Stemmler says. The Center employs an arsenal of research methods, be it a survey, experiment, content analysis, focus group discussion or in-depth interview, to help people better understand how communication can enhance their lives. Speaking of the importance of health communication projects, Stemmler explains, "We're looking to improve the health of populations and mobilize individuals and communities, in every way possi-

ble." On the science side, the Center works on projects that aim at training and improving the ways in which scientists can communicate with the public.

Health Literacy Missouri

HCRC provides its communication-centered expertise to aid the statewide implementation of the [Health Literacy Missouri](#) project. Stemmler explains that the purpose of this project, at large, is "improving the health of Missourians." The Center contributes to this initiative in numerous ways that range from crafting annual reports, creating press releases and publicizing the initiative through scholarly publication. One of the major activities involves writing health stories tailored for nearly every county in Missouri and distributing them to traditional media outlets across Missouri. These media activities are evaluated in content-analysis studies and cross-sectional surveys of different stakeholders, journalists and members of the public.

What's Ozioma?

[Ozioma](#), which means "good news" in Ebu (Nigeria), is a national news service, based in Missouri. This service focuses on providing cancer-related information about issues related to risk, prevention and treatment to African-American

newspapers. Stemmler says that the Center is responsible for creating localized press releases with cancer prevention messages and distributing them to more than 30 black newspapers around the United States.

So Social Marketing!

The Center is currently running two social marketing campaigns that are funded by the Centers for Disease Control and Prevention (CDC) through University of Missouri Extension. Based on an audience-centered approach, the first project, [Farm to School](#), is designed to connect school food service directors to local farmers and locally grown foods. The project's coordinators intend to increase the number of locally- or regionally-grown foods, such as fruits and vegetables, available in Missouri schools and other institutions. The overall goal is to increase daily fruit and vegetable consumption among youth and to ultimately improve students' health while raising their awareness about nutrition and local agriculture.

[Livable Streets](#) takes a more upstream approach to healthy living by fostering community awareness about the built environment. Studies

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Get to know Jon Stemmler:

- Born and raised in New Jersey.
- Worked as a journalist and reporter for 10 years, most of which as a sports' reporter.
- Has 15 years of public relations and health communication experience.
- Majored in history and communication at Virginia Wesleyan College for his undergraduate degree and completed a Master's degree in journalism at the University of Arizona.

have repeatedly shown that access to safe walking trails, sidewalks and bicycle lanes increases physical activity and can reduce chronic illness. In this project, the HCRC is helping to market the need for Complete Street Design.

There's More...

These are only a few of many projects that HCRC executes. Stemmler says that the Center is currently running nine different grant-funded projects at a price tag of over half a million dollars for this year. In total, the Center has garnered close to \$20 million in grant funding over the eight years of its existence.

Stemmler calls on students and faculty members at the Missouri School of Journalism and beyond to explore the op-

portunities that the Center offers. He says that the Center provides unique opportunities where those interested can work with real world data and applications of health and science communication.

For more information about HCRC, visit:

<http://hcrc.missouri.edu/index.html>
<http://twitter.com/#!/MUHCRC>

Or just drop by:

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News

Jacqui Banaszynski delivered the keynote address Feb. 10 at the 157th Annual Wisconsin Newspaper Association Convention. Her talk focused on the role of journalists as part of a community, serving that community with a specific professional purpose. The core of the talk was a call for journalists to care about the people they write about and for. The convention also featured a panel of five Pulitzer Prize winners who are either from Wisconsin or did their Pulitzer work in Wisconsin. Banaszynski, a native of Pulaski, Wis., won the 1988 Pulitzer Prize in feature writing at the St. Paul (Minn.) Pioneer Press.

Olivia Blanco (Online MA student) just got a new job! She is the new Communications Coordinator for the Kansas State University College of Business Administration (Manhattan, KS). She will be the editor of their alumni magazine, Calvin Today, and manage the website and all social networking efforts.

Bharat Choudhary (MA, '10) is the winner of the 2011 Alexia Foundation Grant for professionals. The Alexia Foundation was established by the family of Alexia Tsairis, an honors photojournalism student at the S.I. Newhouse School of Public Communications at Syracuse University who was a victim of the terrorist bombing of Pan Am flight #103 over Lockerbie, Scotland, on December 21, 1988. Choudhary won the professional grant for his project "The Silence Of Others," which documents "the emotional struggle of young Muslims in the face of negative perceptions and religious discriminations in

the post 9/11 era." He will receive a \$15,000 Alexia Grant toward the completion of his proposed project, which you can view [here](#).

Tawny M. Dotson, APR, (Online MA student) was recently named the U.S. Army Medical Command's 2010 Keith L. Ware Journalist of the Year. In addition to being named top journalist, she received the award for best commentary, series, and photojournalism in the individual categories. Tawny is editor of The Mountaineer at Madigan Healthcare System at Joint Base Lewis-McChord, Wash. The Mountaineer was also named best tabloid-format newspaper for the Army Medical Command.

One of our newest graduates of the doctoral program, **Elizabeth Gardner**, recently found out that her dissertation has been chosen as a finalist for the NCA/ICA Amanda Kudrat Dissertation Award.

Master's student **Liz Lance** will be presenting a paper titled "Falkland Road in America" at the University of Hawaii's Center for South Asian Studies' 28th Annual Spring Symposium, April 6-8 in Honolulu. This focus of this year's symposium is "Media, Culture and Democracy in South Asia," and Liz's conference paper is based on her master's thesis research.

Mike Martinez, current doctoral student, accepted a position as an assistant professor who will be teaching journalism across multimedia platforms at the University of Tennessee –

News, cont.

Knoxville. He will be joining Elizabeth Hendrickson at Tennessee, who received her Ph.D. in our program in 2005.

Byron Scott, professor emeritus, participated in the annual Free Press Rankings meetings at Freedom House in New York City. He has been a consultant on Central and Eastern Europe and Russia since 2003. His article on how the Freedom House and Reporters Without Borders rankings are done appears in the Winter 2010 issue of Global Journalist magazine. The 2011 rankings will be released May 3 on World Press Freedom Day.

Dr. William H. Taft, emeritus professor at the Missouri School of Journalism, died Feb. 21, 2011. He was 95. For over a decade he was the Associate



Dean and Director of Graduate Studies, retiring from the position in 1981. In addition, he was the executive director of Kappa Tau Alpha, the national journalism honor society, for 30 years.

Dr. Taft is survived by his wife of 70 years, two daughters, a son, four grandchildren, and four great-grandchildren.

Elliot Wiser's (online MA, '08) thesis, titled "The Early History of 24-hour Local News Channels," is being published by the RTDNA. The RTDNA will be publishing his thesis on-line in six installments. You can find the introduction, and the link to the first two sections here: <http://tiny.cc/2nmny>.

Dr. William Taft.

Presentations

Gardner, L., & Leshner, G. "The Role of Narrative and Other-referencing in Attenuating Psychological Reactance to Diabetes Self-care Messages." Paper to be presented at the International Communication Association Annual Conference, Boston, MA, May 2011. **A Health Communication division Top Paper.**

Ham, Chang Dae, Lee, Hyung Seok, & Lee, Joonghwa. "Internet Media Personality in Web 2.0: Scale Development and Advertising Implication." Paper to be presented at the American Academy of Advertising 2011 Annual Conference, Mesa, AZ, April 2011.

Hong, Seoyeon. & Park, H.S. "Computer-Mediated Persuasion in Online Reviews: Statistical versus Narrative Evidence." Paper to be presented at the International Communication Association Annual Conference, Boston, MA, May 2011.

Kim, Bokyoung, Hong, Seoyeon, & Cameron, G.T. "The Effects of Active Disclosure to Organizational Reputation: How Public React to Transparency Efforts in a Corporate Facebook." Paper to be presented at the 14th annual International Public Relations Research Conference, Miami, FL, March 2011.

Lee, Hyunmin & Kim, Bokyoung. "Expanding the Situational Crisis Communication Theory: An Examination of the Impact of Angry Social Media Content." Paper to be presented at the 14th annual International Public Relations Research Conference, Miami, FL, March 2011.

Lee, Joonghwa, Ham, Chang Dae, & Kim, Mikyoung. "Do You Want Me to Watch This Ad? The Effects of Social Influences on Online Video Ad Watching." Paper to be presented at the American Academy of Advertising 2011 Annual Conference, Mesa, AZ, April 2011.

Len-Rios, M., Kim, Bokyoung. & Hong, Seoyeon. "Does a Spokesperson's Race Affect Source Credibility Perceptions? An Experiment of University Sports Crises Media Reports." Paper to be presented at the International Communication Association Annual Conference, Boston, MA, May 2011.

Park, Hyojung, Jeong, JiYeon, & Cameron, G.T. "A Social Identity Approach to Crisis Communication: The Effect of a Group-serving Bias on the Public's Responses to an Organizational Crisis." Paper to be presented at the 14th annual International Public Relations Research Conference, Miami, FL, March 2011.

Park, Hyojung, & Lee, Hyunmin. "The Use of Human Voice as a Relationship Building Strategy on Social Networking Sites." Paper to be presented at the 14th annual International Public Relations Research Conference, Miami, FL, March 2011. **University of Miami School of Communication Top Student Paper Award.**

Publications

Eckler, P. & Bolls, P.D. (In Press). "Spreading the Virus: Emotional Tone of Viral Advertising and its Effect on Forwarding Intentions and Attitudes." *Journal of Interactive Advertising*.

Hinnant, A., Len- Ríos, M., & Oh, H. J. (In Press). "Are Health Journalists' Practices Tied to their Perceptions of Audience? An Attribution and Expectancy-value Approach." *Health Communication*.

Norris, R., Bailey, R., Bolls, P.D., and Wise, K. (In Press). "Effects of Emotional Tone and Visual Complexity on Processing Health Information in Prescription Drug Advertising." *Health Communication*.

Oh, H. J., Park, J. & Wanta, W. (2011). "Exploring Factors in the Hostile Media Perception: Partisanship, Electoral Engagement and Media Use Patterns." *Journalism and Mass Communication Quarterly*, 88(1), pp. 40-54.

Peters, Jon. (In Press). "WikiLeaks Would Not Qualify to Claim Federal Reporter's Privilege in Any Form." *Federal Communications Law Journal*.

MA Student Spotlight: Molly Bullock by Saleem Alhabash

Molly Bullock joined the Missouri School of Journalism's master's program this spring. She is from Tulsa, Okla., and earned an undergraduate degree in Human Development and Family Science from Oklahoma State University. During her undergraduate studies, Bullock travelled to Europe and the Middle East. After graduation she visited India and Turkey. She tells us what she has learned by interacting with different—and sometimes vastly different—cultures, what brings her to MU and what she aspires to achieve as a graduate student.



Tell me more about yourself.

During my third year at Oklahoma State University, I went on a study-abroad program in Slovenia. During that time, I also visited Jordan for a cross-cultural youth dialogue on democracy and U.S. foreign policy in the Middle East. Slovenia was fantastic, but Jordan was the most different place I've ever been. I returned to Jordan after taking a few Arabic classes. I worked on a research project with an OSU professor to study the situation of Iraqi refugees in Jordan.

What prompted you to join the Missouri School of Journalism?

Travelling to different countries and experiencing various cultures has led me to believe that there are many untold stories in the world. This is why I am focusing on international journalism in my graduate program. I wanted to get the skills and credentials necessary to become an international reporter. What better place for this than the J-School?

What will you be focusing on during your graduate program?

I am interested in conducting a professional project in an Eastern European country. So far, I am considering working in Kosovo, where I would write a series of stories about life in Kosovo over the past few decades. I would also like to study the role that foreign correspondents play in the coverage of Eastern European countries.

What got you interested in global issues?

Studying abroad, meeting new people and listening to what they have to say about the world and their lives are among the reasons for my interest in global issues. I have friends in many areas of the world. These friendships have broadened my worldview and enriched my life. Plus, my network of

friends and acquaintances certainly makes the world more accessible.

What were some of the experiences that stood out while you were in other countries?

The stories are endless. An example at the surface level: some approaches to beauty are different in other countries. In Jordan, for example, some women put fabric clips under the *hijab* to create the illusion of long, thick hair. In addition, people in Jordan and a number of other countries tend to prefer fair skin, which is something different from the preference to have tanned skin in the United States.

I also found that family values vary between countries. While the norm in the United States is to become independent from an early age, it is not the case in many other countries, including Jordan and Slovenia. Often, there's an expectation to live with one's family, support and take care of parents as they age. Rather than being a burden, it is simply how many people are raised. In the United States people tend to be more individualistic—get a job and move out on your own.

These observations are part of the reason why I want to become a journalist. There is too little coverage of the human aspects of people's lives, from gossipy details like hair clips to more profound truths. I want to write about... stories that humanize people.

The Missouri School of Journalism

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SUBMIT AN ARTICLE, ANNOUNCEMENT, OR ITEM OF INTEREST

Deadline for submission for the April newsletter is Friday, March 25th. Late submissions will be included on a space- available basis, or in a following month.

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Global Journalist & International Women's Day

In honor of the 100th anniversary of International Women's Day, Global Journalist will invite the public to a live taping of its March 10th program. The event, which is co-sponsored by Workforce of Women, will take place in the Fred W. Smith Forum at the Reynolds Journalism Institute. Representatives from the university and mid-Missouri communities will join together to discuss issues related to women in journalism. Panelists will include Salem Solomon, You Li, and Mary Kay Blakely, all associated with the University of Missouri, as well as Monica Villamizar (Al Jazeera, Columbia) and Golnaz Esfandiari (Radio Free Europe/Radio Liberty) via Skype. The moderator will be Lee Wilkins.

A special edition of the Global Journalist magazine will be released in conjunction with this event. Several graduate students, including Mary Delaware, Dalene Rovenstine, and Rebecca Wolfson, work on the show and are making this event (and the special edition magazine) possible. Come join the conversation, and pose your own questions to panelists. The conversation will be broadcast live on KBIA (91.3 FM), and a reception will follow the taping. The invitation can be found here: <http://gjwomensday.eventbrite.com/>.