



Graduate Studies News

OCTOBER 2011

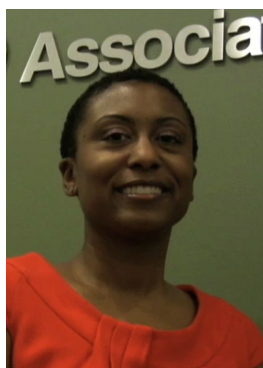
Online Master's Program Celebrates Ten Years This Fall by Alecia Swasy

"We wanted to provide the opportunity for a high-quality master's to students who couldn't leave their jobs and families."

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In late 2000, Ebony Reed was working as a reporter at the *Plain Dealer*, but was eager to try something new.



Ebony Reed, Associated Press

Her ambitions led her to a master's program at a Cleveland university, but her on-the-go schedule made it difficult to juggle work and going to campus. The solution? She enrolled in the Missouri School of Journalism's new online master's degree.

Within six months of graduation in 2004 Reed was promoted to night metro editor at the *Plain Dealer*, before moving on to the *Detroit News* and now the *Associated Press*, where she is Assistant Chief of Bureau, New England. "The most important skill set I honed was how to think critically," Reed said. "That has been important as the industry has changed a lot in the last 10 years."

Helping students like Reed juggle work and academics was one of the key reasons Mizou started the program 10 years ago. "We wanted to pro-

vide the opportunity for a high-quality master's to students who couldn't leave their jobs and families," said Esther Thorson, Associate Dean of Graduate Studies and Research.

Since the program started ten years ago, 52 students have graduated, generally in three to four years, according to Sarah Smith-Frigerio, academic adviser to the online program. And the program attracts students from everywhere. For instance, a group of eight officers at Fort Leavenworth enrolled in the program last spring and will graduate in December. "They have done the whole curriculum in one year," Thorson said.

Smith-Frigerio goes on to say, "Prospective students often become excited as they learn more about the program. Some applicants are concerned that this is not a 'real' degree. I assure them that it is the same level of work and, in many cases, the same classes that on-campus students encounter. I joke that

this degree does not come with an asterisk! This usually puts their minds at ease, and they are eager to get in the program and get to work."



Yvette Walker on Commencement Day

Thorson hopes that a new online program from the business school will provide even more courses to online journalism students. That could be especially helpful as journalists navigate the ever-changing media industry.

"I saw a lot of my friends lose their jobs," said online graduate Yvette Walker, night news director and custom publishing director at the *Oklahoman*. "Having a master's degree gave you an edge in an ever-competitive job market, should you find yourself in that position."

Online Master's Fast Facts:

- 101 active students currently in the program
- 52 graduates in total
- 17 graduates in 2010-2011
- 31 "test drivers" (post-baccalaureate) in 2010-2011
- 19 students admitted in the past year

News

Alyssa Caverley hosted the Reality TV symposium (Esther Thorson moderated) on September 23, 2011. Reality TV and its similarities to traditional journalism was the subject of Alyssa's master's project.

I-Huei Cheng would like to announce the birth her baby, Yi-An Chen. She was born on April 9th, and weighed 4 lbs, 16.9 inches long. I-Huei reports that despite her low birth weight, she's been a healthy baby and her weight has now tripled!



At the AEJMC Visual Division business meeting, it was announced that **Berkley Hudson** will be the new editor-in-chief of the division's journal, [Visual Communication Quarterly](#). The appointment is for three years. Taylor & Francis publish the journal.

In one Visual Division session, Hudson presented "To Preserve a Mississippi Visual Legacy: The Possum Town Project." This was one of four peer-reviewed creative projects selected for presentation. The winner of the top creative project was Joel Beeson, who teaches at University of West Virginia and who received his master's degree in journalism from Mizzou.

As Teaching Chair of the History Division, Hudson moderated the panel, "How to Teach Students to Mine Media Archives." The panel was co-sponsored by the Magazine and Visual Divisions. One of the four panelists was Barbara Friedman, a media historian at UNC. She earned her doctorate at Mizzou.

Rosie Jahng and her husband, Eugene, welcomed a new baby this fall, Claire Joomyung Kim. She was born on September 7th, 12:38 pm, and was



7pounds and 20 inches. Rosie reports that Claire is healthy and happy (most of the time, except when she's hungry)!



Emma Christine Powers, daughter of **Laura Johnston** and Marc Powers, was born Saturday, Sept. 3, 2011. She weighed 5 pounds, 12 ounces and is 19 inches long. Laura Johnston is an assistant professor and

interactive news editor at ColumbiaMissourian.com. She is working toward a master's degree and expects to graduate in December 2011. She earned her BJ in 1995.

Joonghwa Lee and **Seoyeon Kim** were featured last June in both the MU News and Columbia Tribune for their research in effective anti-binge drinking messages. The research, undertaken with Paul Bolls, was presented at ICA last spring. You can read the news releases [here](#) and [here](#).



Jeremy Littau and his wife Amy are thrilled to announce the birth of their son Austin Lawrence Littau. He was born at 1:39 a.m. on August 8, 20 inches and 6 pounds 14 ounces. Mother and baby are doing fine. Jeremy reports, "He decided to come three weeks before the due date and surprised us, but what a welcome surprise he was."

Online master's student **Emily Lorenz** would like to announce the birth of her daughter, Lily Jane Lorenz. She was born July 28, 2011, at 9:22 pm, 7 lbs, 3 oz, 19 1/2 inches long.



Judith Sylvester presented two papers and moderated a media panel at the International Society for the Scientific Study of Subjectivity conference, the annual conference dedicated to the late William Stephenson's Q Methodology, Sept. 7-9 in Birmingham, Great Britain. One paper presented a study of public attitudes toward health care reform and was conducted last fall while she was on Sabbatical leave at the J-School. The second paper described how Judith used Q Methodology in her undergraduate research class to have students conduct a study of attitudes toward higher education in Louisiana. Stephenson formulated Q Methodology while a J-School faculty member.

Yong Volz was one of twelve scholars from multiple humanities and social science disciplines in the United States to receive a generous research grant in 2011-12 from the prestigious Chiang Ching-kuo Foundation for International Scholarly Exchange. She was also awarded two additional research fellowships from Shih Hsin University in Taiwan and the City University of Hong Kong, where she spent this past summer conducting archival research and giving presentations.

Tim P. Vos is now head of the History Division of AEJMC. His duties include managing the day-to-day operations of the division, serving as program chair for the 2012 conference in Chicago, and writing a regular column in the division newsletter, Clio.

The Portuguese translation of Vos' co-authored book, Gatekeeping Theory, has recently been published in Brazil. The Portuguese citation is: Teoria do gatekeeping: Selecao e construação da noticia. Porto Alegre,



News, cont.

Brazil: Artmed Editora SA.

My name is Elaine Anlan Chi(Xi), and I was born on September 14th, 2011.

My mom and dad prefer to call me "Xiao Tu Zi" or Little Rabbit! My dad **Yue Xi**, who is first-year master's student, hardly gets any sleep these days,



but he and my mom are extremely happy. They just can't keep their eyes off me!

Excellence in Journalism '11

The Society for Professional Journalists and the Radio, Television, Digital News Association converged in New Orleans last month for the Excellence in Journalism conference. Several faculty members, along with several students, attended the conference from September 25-27. Faculty who presented during the conference include:

Barbara Cochran moderated the panel "Technology Feast or Journalism Famine: The Inside Story of the FCC's Report on the Future of Media"

Jen Reeves presented "Mid-Career to Multimedia"

Stacey Woelfel led a training session titled "Social Media Ethics: Making It Work For You"

Presentations

Lee, S. A., Park, H. S., Imai, T., & Hong, S. "A Pancultural Preference for Other-serving Attribution Over Self-serving Attribution". Paper to be presented at the annual convention of National Communication Association, New Orleans, LA, November 2011.

Park, H. S., Klautke, H., Lee, S. A., Hong, S., & Kang, Y. F. "Perceived Legitimacy of Workplace Health Promotion in Korea: Smoke-free and Fitness Programs". Paper to be presented at the annual convention of National Communication Association, New Orleans, LA, November 2011.

Schauster, E., Duncan, M., Schoor, M., & Diamond, M. "Free to be Restricted: The Structuration of Creativity at Work". Poster to be presented at the Organizational Communication Mini Conference, University of Missouri, September 2011.

Schauster, E., Willis, E., & Rodgers, S. "Health Literacy and eHealth literacy: Perspectives from Health Literacy Professionals". Poster to be presented at the Health Literacy Annual Research Conference, Chicago, IL, October 2011.

Wang, Ye, Willis, Erin, & Rodgers, Shelly. "Online Health Communities as an Important Component of Interactive Health Literacy: Content Analysis of the Biggest Loser League." Paper presented to the 5th International Multi-Conference on Society, Cybernetics and Informatics Society, Orlando, FL, July 19-22, 2011.

Publications

Davis, Charles N. & Albert, Michelle (2011). Using Secrecy to Fight Terrorism? Access, Homeland Security and the "Mosaic Theory" as a Rationale for Closure. *Continuum: Journal of Media & Cultural Studies*, Vol. 25, No. 2, pgs. 251-259.

Eckler, Petya, and Rodgers, Shelly (2011). "Viral Marketing on the Internet," in M. A. Belch and G. E. Belch (Eds.), *Wiley International Encyclopedia of Marketing*, Vol. 4, Advertising and Integrated Communication, Wiley, (pp. 213-215), located online at: <http://onlinelibrary.wiley.com/doi/10.1002/9781444316568.wiem04009/full>.

Edmondson, Aimee & Davis, Charles N. (2011). "Prisoners" of Private Industry: Economic Development and State Sunshine Laws. *Communications Law & Policy*, Vol. 13, No. 3.

Greenwood, Keith (2011). Pictures of Pixels Past: Digital Photographic Archives at US Newspapers. *Newspaper Research Journal*, 32:3, pgs. 82-96.

Hinnant, Amanda, Oh, Hyun Jee, Caburnay, Charlene & Kreuter, Matt (in press). What Makes African-American Health Disparities Newsworthy? An Experiment Among Journalists About Story Framing. *Health Education Research*.

Hinnant, Amanda, Len-Ríos, María E. & Oh, Hyun Jee (in press). Are Health Journalists' Practices Tied to Their Perceptions of Audience? An Attribution and Expectancy-Value Approach. *Health Communication*.

Vos, T.P. (in press). 'Homo Journalisticus:' Journalism Education's Role in Articulating the Objectivity Norm. *Journalism: Theory, Practice & Criticism*.

PhD Student Spotlight: Greg Perreault by Alecia Swasy

Meet Greg Perreault, a first-year doctoral student. Greg earned his undergraduate degree in print journalism at Palm Beach Atlantic University and his master's degree in communication, culture and technology from Georgetown University. Greg and his wife (and fellow journalist), Mimi, have been married five years and are expecting their first child. An avid runner, Greg is also hoping to publish his "sword-and-sorcery" fantasy novel.

Q: Tell me about your professional career?

A: My longest stint was writing sports features for the Palm Beach Post. Of course, cuts hit the Post like they hit much of America in 2008 so my wife and I both lost our jobs. We ended up in D.C. where I worked as faculty for the Washington Journalism Center--a study-abroad program for journalism students.

Q: Why did you want to come to Mizzou to do your Ph.D.?

I really weighed my options but what it came down to was faculty and the students. When I was looking over the faculty pages, I could think of all sorts of interesting topics I could work on with the faculty here.

Q. Have you narrowed down your



research interests?

A. I seem to always end up thinking in terms of media depictions. I'm interested in how the two sides of the media cycle--reception and depiction--get to each other. More specifically, I'm interested in press depictions of religion.

Q: What do you hope to do after finishing the Ph.D. program?

The ultimate goal is for my wife and I to both be professors. I really enjoy teaching, but I also enjoy research so hopefully I'll find a place where I can do a balance of each.

2011 On-Campus Seminar



This year's topic— Social Media— was very popular amongst the 14 students who attended the on-campus seminar. We love having our online students at Mizzou!



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SUBMIT AN ARTICLE, ANNOUNCEMENT, OR ITEM OF INTEREST

Deadline for submission for the November newsletter is Monday, October 24th. Late submissions will be included on a space- available basis, or in a following month.

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