



Graduate Studies News

AEJMC CHICAGO 2012

Missouri students and faculty will present 40 refereed scholarly papers in Chicago during the 100 year anniversary of AEJMC.

AEJMC Celebrates 100 Years, Mizzou Celebrates 103 Papers at AEJMC

The Association for Education in Journalism and Mass Communication will celebrate their centennial anniversary in Chicago, IL this August. The Missouri School of Journalism, who counts itself amongst the organization's founding institutions, will have another superb showing at the annual AEJMC conference. The conference is scheduled to take place from August 9th- 12th in Chicago. In fact, for what may be the first time ever, Missouri students, faculty, staff, and alumni have broken into the triple digits (103) when it comes to refereed scholarly papers presented at the conference in a given year!

Forty-six current faculty, students and staff will present 40 refereed scholarly papers during the four day conference. This number is down slightly from last year in St. Louis, MO, where Missouri presented 47 papers. In addition, 14 current students and faculty will be acting as moderators, panelists, discussants and workshop leaders while in Chicago.

Our alumni will have a strong showing as well; former students will present 63 papers in Chicago. While current students and faculty at Missouri have garnered eight top paper awards, alumni added another nine paper awards to our lists, all of which are below. Finally, two alumni of our program, Elizabeth Gardner and Miglena Sternadori, will also be presenting posters during the Great Ideas For Teaching (G.I.F.T.) session.

Frank Martin, who was one of the 23 founding members of AEJMC, will be recognized along with the Missouri School of Journalism (Martin represented our school when AEJMC was founded in 1912) during

the Centennial Kickoff and Keynote session, which will include the presentation of plaques commemorating these original members.

Paper awards for current faculty and students were received by:

Men on The Wire: A Textual Analysis of "The Most Realistic Depiction of a Newsroom Ever" by **Patrick Ferrucci** and **Chad Painter (MA 09, PhD 12)**- *Top Paper – 4th Place, Entertainment Studies Interest Group*

Why Share in the Social Media Sphere: An Integration of Uses and Gratification and Theory of Reasoned Action by **Chang-Dae Ham (PhD 11)** and **Joonghwa Lee (PhD 12)**, Middle Tennessee State- *4th Place Faculty Paper*

How They Cover the World: A Comparison of News Predictors for The Associated Press, The New York Times and Reuters by **Beverly Horvit (MA 96, PhD 99)**, **Peter Gade (PhD 99)**, **Liz Lance (MA 11)** and **Youn-Joo Park (MA 11)** - *Top Paper, Around the World in 90 minutes: Cross-national Comparisons of News Media and Content*

Online Deliberation of the Scientific Evidence for Breastfeeding: A Mixed-Method Analysis Using the Integrative Model for Behavioral Prediction by **Maria Len-Rios (PhD 02)**, **Manu Bhandari (MA 10)** and **Yulia Medvedeva (MA 08)**- *3rd Place Faculty Paper, Mass Communication and Society Division Top Papers*

Comparing Health Messages in Maga-

zines: Journalistic Elements and Their Connection to Health Literacy and Numeracy by **Maria Len-Rios (PhD 02)** and **Amanda Hinnant (MA 99)**- *Top Faculty Paper, Award-Winning Papers: Major Life Issues: Health, Race, Gender and, of Course, Sports*

Keeping It Real: Exploring the Roles of Conversational Human Voice and Source Credibility in Crisis Communication via Social Media by **Hyojung Park (PhD 11)**, San Diego State and **Glen Cameron**- *Public Relations Division Top Papers Session*

Gates Wide Open: A Systematic Review of Gatekeeping Research by **Edson Tandoc** and **Patrick Ferrucci**- *4th Place Student Paper*

Explicating the Concept of Journalist: How Scholars, Legal Experts and the Industry Define Who Is and Who Isn't by **Edson Tandoc** and **Jonathan Peters**- *2nd Place Student Paper*

Top paper honors were awarded to the following alumni:

Between "Likes" and "Shares": Effects of Emotional Appeal and Virality of Social Marketing Messages on Facebook by **Saleem Alhabash (MA 08, PhD 11)**, Anna McAlister, Elizabeth Taylor Quilliam, Amy Hagerstrom, Shupe Yuan, Nora Rifon an Jef Richards, Michigan State- *3rd Place Paper, Advertising*

Use of Social Media by U.S. Hospitals: Benefits and Challenges by **Petya Eckler (MA 05, PhD 10)**, Rauf Arif and Erin O'Gara, Iowa- *3rd Place Faculty Paper (tie)*

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AEJMC continued

Missouri
Alumni have
received nine
paper awards
at AEJMC this
year.

High Drama on the High Seas: Peace vs. War Journalism Framing of the Mavi Marmara Incident by Britain Eakin and **Shahira Fahmy (PhD 03)**, Arizona- *Top Paper, International Communication*

Undocumented Workers and Immigration Reform: Thematic vs. Episodic Coverage in a Rural Kansas Community Daily by **Michael Fuhlhage (MA 07)**, Auburn- *Top Faculty Paper, Community Journalism*

Resistance, Ethnicity and Health: Designing Messages that Reduce Reactance for Hispanic and non-Hispanic Diabetics by **Liz Gardner (PhD 10)**, Texas Tech- *1st Place Faculty Paper, Communicating Science, Health, Environment and Risk*

Journalism Enhanced by Argumentation, Informal Logic, and Critical Thinking by **David Herrera (MA 11)**- *1st Place, Carol Burnett Graduate Student Research Paper Award*

Beyond Getting Your Bell Rung: Framing of Sport-Related Concussion Coverage Between 2007 and 2012 by Lesa Major, **Matthew Zimmerman (MA 09)** and Lauren Burch, Indiana- *Top Faculty Paper*

Conversational Journalism in Practice: A Case Study of The Seattle Times' 2010 Pulitzer Prize Winner for Breaking News Reporting by **Doreen Marchionni (PhD 09)**, Pacific Lutheran- *Top Open Division Paper Award*

"Catfights" Under the Male Gaze: Framing of the 2010 U.S. House Race Between Kristi Noem and Stephanie Herseth Sandlin by **Miglana Sternadori (MA 05, PhD 08)**, South Dakota- *2nd Place Faculty Paper, Commission on the Status of Women*

A complete list of papers follows:

Current Faculty, Students and Staff

A Digital Juggling Act: New Media's Impact on the Responsibilities of Local Television Reporters by **Anthony Adornato (Online MA, 12)**

The Reality of It All: Navigating Racial Stereotypes on Survivor: Cook Islands by **Patrick Ferrucci** and **Margaret Duffy**

Men on The Wire: A Textual Analysis of "The Most Realistic Depiction of a Newsroom Ever" by **Patrick Ferrucci** and **Chad Painter (MA 09, PhD 12)**

Game of Colors: Implicit and Explicit Stereotypes in Coverage of America's Pastime by **Patrick Ferrucci, Edson Tandoc, Seoyeon Hong, Anthony Almond** and **Glenn Leshner**

The Gates Around the Book: Applying Gatekeeping Theory to Facebook by **Patrick Ferrucci, Edson Tandoc** and **Adam MaksI (PhD 12)**

Parent-Child Communication Patterns, School Political Discussions, News Media Use and Adolescent Knowledge and Political Interest in the 2008 Presidential Election by **Chang-Dae Ham (PhD 11)**, Illinois-Urbana Champaign; **Joonghwa Lee (PhD 12)** and **Esther Thorson**

Why Share in the Social Media Sphere: An Integration of Uses and Gratification and Theory of Reasoned Action by **Chang-Dae Ham (PhD 11)** and **Joonghwa Lee (PhD 12)**

Beyond Content: Framing through the Roles of Journalists by **Lea Hellmueller, Edson Tandoc** and **Tim Vos**

How They Cover the World: A Comparison of News Predictors for *The Associated Press, The New York Times* and *Reuters* by **Beverly Horvit (MA 96, PhD 99)**, **Peter Gade (PhD 99)**, **Liz Lance (MA 11)** and **Youn-Joo Park (MA 11)**

Mobilizing or Reinforcing Engagement with Politics? Impact of Media Voice and Political Talk on Political Engagement of Teens by **Eunjin Kim, Esther Thorson, Yulia Medvedeva (MA 08)** and **Margaret Duffy**

The Utility of the Male Gaze in the Work of Contemporary American Women Photographers by **Liz Lance (MA 11)**

Online Deliberation of the Scientific Evidence for Breastfeeding: A Mixed-Method Analysis Using the Integrative Model for Behavioral Prediction by **Maria Len-Rios (PhD 02)**, **Manu Bhandari (MA 10)** and **Yulia Medvedeva (MA 08)**

Confronting Contradictory Media Messages about Body Image and Nutrition: Implications for Public Health by **Maria Len-Rios (PhD 02)**, **Kelsey Davis, Alison Gammon, Charnissia Smith, Ann Swearingen** and **Suzanne Burgoyne**

Comparing Health Messages in Magazines: Journalistic Elements and Their Connection to Health Literacy and Numeracy by **Maria Len-Rios (PhD 02)** and **Amanda Hinnant (MA 99)**

Incorporating Motivated Cognition into the Extended Parallel Process Model: An Integrative Theoretical Essay by **Glenn Leshner, Paul Bolls** and **Anthony Almond**

AEJMC continued

Awarding a Revolution: The Penney-Missouri Magazine Awards During Second-Wave Feminism by **Dayne Logan (MA 12)**

Ethics in the Digital Age: A Comparison of Moving Images and Photographs on Moral Reasoning by Aimee Meader, Lewis Knight and **Renita Coleman (MA 97, PhD 01)**, Texas at Austin and **Lee Wilkins**

Describing the Shared Experiences of Being a High School Journalist: A Phenomenological Study by **Adam Maksl (PhD 12)**

Some Effects of Internet Access Among Rural and Small-town Respondents by **Adam Maksl (PhD 12)**, **Alecia Swasy (MA 11)** and **Esther Thorson**

Internet Access Effects in Low and High-Income Rural Residents in Middle America by **Adam Maksl (PhD 12)**, **Esther Thorson** and **Alecia Swasy (MA 11)**

Missing Voices: A Study of Religious Voices in Mainstream Media Reports About LGBT Rights by **Debra Mason** and Cathy E. Rosenholtz, Missouri

Covering the Other: A Historical Analysis of the Stonewall Uprising and GLBT Rights Movement by **Chad Painter (MA 09, PhD 12)**

“Ask What You Can Do to the Army”: The Underground G.I. Press During Vietnam by **Chad Painter (MA 09, PhD 12)** and **Patrick Ferrucci**

News Media’s Framing of H1N1 and its Effect on Public Perception by **Eun Hae Park**

A CEO’s Stealing Thunder on Twitter: Analysis of the Effects of a CEO’s Proactive Self-Disclosure of Crisis Information Via Twitter by **Nohil Park**, Seoul Digital University; **JiYeon Jeong (PhD 11)**, Hongik University and **Bokyoung Kim (PhD 12)**, Rowan University

The Radio President: Herbert Hoover on the Great Depression by **Youn-Joo Park (MA 11)**

Keeping It Real: Exploring the Roles of Conversational Human Voice and Source Credibility in Crisis Communication via Social Media by **Hyojung Park (PhD 11)**, San Diego State and **Glen Cameron**

“To Plead Our Cause” and Make a Profit: The Competitive Environment of the African American Press during World War II by **Earnest Perry (MA 95, PhD 98)**

Empirical Research in Women’s Magazine Health Content by **Shelly Rodgers (PhD 00)**, **Amanda Hinnant (MA 99)**, **Alecia Swasy (MA 11)** and **Roma Subramanian**

The Structuration of Crisis Management: Guiding a Process of Repair by **Erin Schauster (PhD 12)**

A Content Analysis of Undergraduate Advertising Program Websites by **Erin Schauster (PhD 12)**, **Joonghwa Lee (PhD 12)**, **Patrick Ferrucci**, **Seoyeon Kim**, and Kim Sheehan, Oregon

Attention Please! Why Facebook Use is not Enough to Make People Buy From Facebook Ads by **Heather Shoenberger (MA 06)** and **Edson Tandoc**

Displacing the Displacement Hypothesis? Does the Internet Really Displace Traditional Media? By **Edson Tandoc**

Gates Wide Open: A Systematic Review of Gatekeeping Research by **Edson Tandoc** and **Patrick Ferrucci**

Explicating the Concept of Journalist: How Scholars, Legal Experts and the Industry Define Who Is and Who Isn’t by **Edson Tandoc** and **Jonathan Peters**

What’s on Your Mind? What Facebook Users Disclose in their Status Updates and Why by **Edson Tandoc** and **Heather Shoenberger (MA 06)**

Talking or Thinking? Pathways from News to Political Learning Among Children by **Edson Tandoc** and **Esther Thorson**

The Image of the Nation-Brand of the Country of Georgia as Presented by Major American Newspapers between January 1 and July 1, 2010 by **Giorgi Topouria (MA 97)**

Will Write for Food. The Ethics of Collaboration: Justice as Reciprocity and Capabilities by **Lee Wilkins**

Fitter with Twitter? The Direct and Efficacy-Mediated Effects of Reading, Writing, and Tweeting Health Messages Online by **Rachel Young (MA 01)**

Moderators/Discussants/Panelists/Workshop Leaders

Glen Cameron
Charles Davis
Margaret Duffy
Patrick Ferrucci
Keith Greenwood
Berkley Hudson
Glenn Leshner
Chad Painter
Earnest Perry
Jonathan Peters
Keith Sanders
Esther Thorson
Yong Volz
Tim Vos
Lee Wilkins

Alumni Papers:

Between “Likes” and “Shares”: Effects of Emotional Appeal and Virality of Social Marketing Messages on Facebook by **Saleem Alhabash (MA 08, PhD 11)**, Anna McAlister, Elizabeth Taylor Quilliam, Amy Hagerstrom, Shupef Yuan, Nora Rifon and Jef Richards, Michigan State

Gatekeeping & Citizen Journalism: The Use of Social Media During the Recent Uprisings in Iran, Egypt, and Libya by Sadaf Ali, Wayne State and **Shahira Fahmy (PhD 03)**, Arizona

The Icon of the Egyptian Revolution: Using Social Media in the Toppling of a Mideast Government by Sadaf Ali, Wayne State and **Shahira Fahmy (PhD 03)**, Arizona

Hard times in the Heartland: How Metropolitan Midwest Newspapers Cover Rural Health by Julie Andsager and **Petya Eckler (MA 05, PhD 11)**, Iowa

Crisis Attribution in News Articles: A Study of the Effect of Labeling on Corporate Reputation by **Alyssa Appelman (MA 09)**, and Michelle Asmara, Pennsylvania State

The Closing of the Ether: Communication Policy and the Public Interest in the U.S. and Great Britain, 1921-1926 by **Seth Ashley (MA 02, PhD 11)**, Boise State

The Contradictions of Herbert Hoover: Positive and Negative Liberty in American Broadcasting Policy by **Seth Ashley (MA 02, PhD 11)**, Boise State

Exploring Message Meaning: A Qualitative Media Literacy Study of College Freshmen by **Seth Ashley (MA 02, PhD 11)**, Grace Lyden & Devon Fasbinder, Boise State

Separating Motivational Activation from Implicit Attitudes in a Food Advertising Context by **Rachel Bailey (MA 08)**, Indiana

Newspaper Clubs Emerge From Bohemia: Nineteenth Century Press Clubs in Chicago Stop Short of an Interest in Professionalization by **Stephen Banning (MA 93)**, Bradley

Bonding Friends, Bridging Families: How Parents Share and Seek Support on Facebook by **Bob Britten (MA 04, PhD 08)** and Jessica Troilo, West Virginia

The Efficacy of State Health Departments to Promote Public Health Messages: The Case of Twitter by Bobby DeMuro, **Erin Willis (MA 08, PhD 11)**, and Courtney Meeks, Memphis

High Drama on the High Seas: Peace vs. War Journalism Framing of the Mavi Marmara Incident by Britain Eakin and **Shahira Fahmy (PhD 03)**, Arizona

Use of Social Media by U.S. Hospitals: Benefits and Challenges by **Petya Eckler (MA 05, PhD 11)**, Rauf Arif and Erin O’Gara, Iowa

“Pulling the Plug on Grandma”: Obama’s Health Care Pitch, Media Coverage & Public Opinion by **Shahira Fahmy (PhD 03)**,

Arizona; Christopher McKinley, Montclair State; Christine Filer, Arizona and Paul Wright

Speaking Out: An Exploratory Analysis of Public Relations Professionals and their Willingness to Self-Censor by **Vincent Filak (PhD 03)**, Wisconsin-Oshkosh and Melissa Dodd, Miami

Which Team Do You Play For? A Social Identity Study of Sports and News Journalists and the Coverage of Athletes Who Commit Crimes by **Vincent Filak (PhD 03)** and **Scott Reinardy (MA 03, PhD 06)**, Kansas

Covering White “Just-Us”: What Did Journalists “Really” Say About Ipperwash? By Romayne Fullerton, Western Ontario; Maggie Peterson, Duquesne and **Ginny Whitehouse (MA 93, PhD 97)**, Eastern Kentucky

Undocumented Workers and Immigration Reform: Thematic vs. Episodic Coverage in a Rural Kansas Community Daily by **Michael Fuhlhage (MA 07)**, Auburn

Resistance, Ethnicity and Health: Designing Messages that Reduce Reactance for Hispanic and non-Hispanic Diabetics by **Liz Gardner (PhD 10)**, Texas Tech

Civic Responsibility or Consumer Desire: Morning News and Priming Support for a Social Cause by Melissa R. Gotlieb, Wisconsin-Madison and **Kjerstin Thorson (MA 07)**, Southern California

Risk in Risk: Exploring Effects of Multiple Health Risk Situation, Risk Scale and Risk Origin Upon Public’s Perceived Health Risk in News by Gang (Kevin) Han, Iowa State; **Juyan Zhang (PhD 03)**, Halli Trip and Paul LeBlanc, Texas at San Antonio

Argument Quality in Pulitzer Prize-winning Reporting by **David Herrera (MA 11)**

Journalism Enhanced by Argumentation, Informal Logic, and Critical Thinking by **David Herrera (MA 11)**

Commenting on Health: A Framing Analysis of User Comments in Response to Health Articles Online by Avery Holton, Na Yeon Lee and **Renita Coleman (MA 97, PhD 01)**, Texas at Austin

Media, Memory, and a Sense of Place: The Nation’s First Washington by **Janice Hume (MA 85, PhD 97)**, Georgia

Uni-Dimensional Framing of a Multi-Dimensional Organization: Newspaper Frames of Hizbullah by Rebekah Husted, Maureen Taylor, and **Peter Gade (PhD 99)**, Oklahoma

Enacting Best Practices in Risk Communication: Analysis of an Expert Panel by Melissa Janoske, **Brooke Liu (MA 03)** and Stephanie Madden, Maryland

Choctaw and Cherokee Nations: How Freedom of Expression Isn’t Just a White Man’s Idea by **Kevin Kemper (PhD 07)**, Arizona

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Contrasting Desired Sports Journalism Skills in a Convergent Media Environment by **Stan Ketterer (PhD 00)**, John McGuire, and **Ray Murray (MA 05)**, Oklahoma State

The Effects of Graphic Messages Embedded in an Anti-smoking Videogame on Knowledge Improvement and Attitudes Toward Smoking by **Hyo Jung Kim (PhD 10)** and Joung Huem Kwon, Nanyang Technological

The Effect of Tempo in the Background Music of Political Television Spots on Candidates' Issue Images, Humane Images, and Voters' Recall by Sang Chon Kim and **Doyle Yoon (MA 99, PhD 03)**, Oklahoma

Gender Digital Divide? Facebook Uses and Gratifications Among Kuwaiti College Students by **Anastasia Kononova (PhD 10)**, American University of Kuwait and **Saleem Alhabash (MA 08, PhD 11)**, Michigan State

Synthetic Biology, Real Issues: U.S. Media Coverage of Synthetic Biology by **Marjorie Kruvand (PhD 08)**, Loyola Chicago

Online Social Networking Profiles and Self-presentation of Indian Youths by Peddiboyina Vijaya Lakshmi, Sri Padmavati Mahila Visvavidyalayam; Sagar Atre and **Yusuf Kalyango (MA 04, PhD 08)**, Ohio

Effects of Real and Fictional Presidential Debates on the Perceived Importance of Issues by **Jeongsub Lim (MA 04, PhD 07)**, Sogang University

Power Relations among News Websites for Posting Headlines through Monitoring and Imitation by **Jeongsub Lim (MA 04, PhD 07)**, Sogang University

#OCCUPYNEWS: Participatory Media, Networked Movements and Change in the Media Agenda by **Jeremy Littau (MA 07, PhD 09)** and Ashley Sciora, Lehigh

Serving the Party or the Market: Front Page Photos in People's Daily and Its Commercial Offspring by **Zhaoxi Liu (MA 04)**, Iowa

Beyond Getting Your Bell Rung: Framing of Sport-Related Concussion Coverage Between 2007 and 2012 by Lesa Major, **Matthew Zimmerman (MA 09)** and Lauren Burch, Indiana

Conversational Journalism in Practice: A Case Study of The Seattle Times' 2010 Pulitzer Prize Winner for Breaking News Reporting by **Doreen Marchionni (PhD 09)**, Pacific Lutheran

The Evolution of Canon 35 and the Two Maverick States That Did Not Follow Suit by **Michael Martinez (PhD 10)**, Tennessee

The Iconic Situation Room Image and its Appropriations: A Study of Internet Memes and Their Rhetorical Messages by **Natalia Mielczarek (MA 01)**, Iowa

An Enemy's Talk of Justice: Japanese Radio Propaganda Against Japanese American Mass Incarceration During World War II by **Takeya Mizuno (PhD 00)**, Toyo University

In-depth Reporting of Methamphetamine Production and Abuse in Oklahoma by **Ray Murray (MA 05)**, Oklahoma State

"We're Not the Only One with the Crisis": Exploring Situational Variables in an Extension of Situational Crisis Communication Theory by **Hyun Jee Oh (MA 08, PhD 11)**, Nanyang Technological University and **Hyojung Park (PhD 12)**, San Diego State

Military Affairs in Korean News as Media Spectacle: A Case Study of ROKS Choenan and Yeonpyeong Island Events by **Soo-Kwang Oh (MA 10)**, Maryland

The Reader's Willingness to Comment on Online News Articles: A Study of the Individual's Behavioral Responses in Light of Media Effects Theories and Online News by **Soo-Kwang Oh (MA 10)** and Xiaoli Nan, Maryland

New Institutionalism and a Business Model for "Social Journalism" by **Mark Poepsel (MA 11)**, Loyola, New Orleans

LarryvilleKU: Web and Mobile Application of OpenBlock to *The Kansan* by **Hyunjin Seo (MA 07)**, Kansas

Why Kids Become Mobs? An Empirical Analysis of Youth Flash Mobs and Social Media by **Hyunjin Seo (MA 07)**, Kansas; Brian Houston, Missouri and Alexandra English, Kansas

"Catfights" Under the Male Gaze: Framing of the 2010 U.S. House Race Between Kristi Noem and Stephanie Herseth Sandlin by **Miglena Sternadori (MA 05, PhD 08)**, South Dakota

Re-imagining Public Relations Curriculum in a Time of Rapid Change by Jerry Swerling, **Kjerstin Thorson (MA 07)**, Burghardt Tenderich, Niku Ward, Brenna Clairr O'Tierney and Mia Becker, Southern California

Spreading the News: Social News Sharing Practices Among Young Adults by **Kjerstin Thorson (MA 07)**, Southern California

Predicting Digital and Social Media Adoption Based on Organizational and Practitioner Characteristics by **Kjerstin Thorson (MA 07)**, Burghardt Tenderich, Jerry Swerling, Niku Ward and Brenna Clairr O'Tierney, Southern California

AEJMC continued

“Spike the Football”: Truth-telling, the Press and the Bin Laden Photos by **Frank Vultee (MA 04, PhD 07)**, Wayne State

Examining Perceived Control of Navigation and Its Interaction with Perceived Fit in Cause- Sponsorship Leveraging on Corporate Web Sites by **Ye Wang (MA 08, PhD 11)**, Missouri - Kansas City

Individual and Structural Biases in Journalists’ Coverage of the 2010 Gulf Oil Spill by **Brendan R. Watson (MA 08)**, Minnesota-Twin Cities

Measuring BP Media Relations Outcomes Post Spill: An Illustration of How Public Relations’ Effects May Be Overestimated by **Brendan R. Watson (MA 08)**, Minnesota-Twin Cities

How Female and Male J/MC Authors Perceive the Journal Peer Review Process: Differently by **Brendan R. Watson (MA 08)**, Minnesota-Twin Cities and Daniel Riffe, North Carolina at Chapel Hill

Online Health Communities and Chronic Disease Self-Management by **Erin Willis (MA 08, PhD 11)**, Memphis

What Makes a Festival Experience Extraordinary?: Examining the Mediating Role of the “Shinmyoung” Experience in the Relationship Between Perceived Festival Quality and Behavioral Intentions by **Tae-II Yoon (PhD 02)**, Hallym University and Hae-Young Byun, Kangwon National University

The Impact of HIV PSAs on Attitudes, Behavioral Intentions and Risk Perception as a Function of Evidence Form, Argument Quality, Personal Relevance and Gender by **Jueman (Mandy) Zhang (MA 05)**, Makana Chock, Gina Chen, Valerie Schweisberger and Yi Wang, New York Institute of Technology

Moderators/Discussants/Panelists/Workshop Leaders

Saleem Alhabash, Michigan State (MA 08, PhD 11)
Cheryl Ann Bishop, Quinnipiac (MA 04)
Bob Britten, West Virginia (MA 04, PhD 08)
Carrie Brown Smith, Memphis (PhD 09)
Caryl Cooper, Alabama (MA 93)
David Craig, Oklahoma (PhD 97)
Sonya Duhé, Loyola, New Orleans (PhD 93)
Aimee Edmondson, Ohio (PhD 09)
Tracy Everbach, North Texas (PhD 04)
Lillie M. Fears, Arkansas State (PhD 97)
Pam Fine, Kansas (Online MA 11)
Michael Fuhlhage, Auburn (MA 07)
Elizabeth Gardner, Texas Tech (PhD 11)
Jonathan Groves, Drury (BJ 91, PhD 10)
Elizabeth Hendrickson, Tennessee (BJ 94, MA 05, PhD 08)
Cathy Jackson, Norfolk State (PhD 04)
Yusuf Kalyango Jr., Ohio (MA 04, PhD 08)
Kim Komenich, San José State (MA 07)
Anastasia Kononova, American University of Kuwait (PhD 10)

Marjorie Kruvand, Loyola (PhD 08)
Jeremy Littau, Lehigh (MA 07, PhD 09)
Zhaoxi (Josie) Liu, Iowa (MA 04)
Doreen Marchionni, Pacific Lutheran (PhD 09)
Andrew Mendelson, Temple (PhD 97)
Mark Poepsel, Loyola New Orleans (PhD 11)
Bryan Reber, Georgia (PhD 01)
Scott Reinardy, Kansas (MA 03, PhD 06)
Teresa Schmedding, American Copy Editors Society (Online MA 10)
Charles Self, Oklahoma (BJ 83)
Jane Singer, Iowa (PhD 96)
Shirley Staples Carter, South Carolina (PhD 87)
Daxton Stewart, Texas Christian (MA 03, PhD 09)
George Sylvie, Texas at Austin (MA 78)
Kjerstin Thorson, Southern California (MA 07)
Ginny Whitehouse, Eastern Kentucky (MA 93, PhD 97)
Bu Zhong, Pennsylvania State (MA 00)

Great Ideas For Teaching (G.I.F.T.)

Cola Wars and Applied Research **Elizabeth Gardner (PhD 10)**, Texas Tech
 Text Your Professor **Miglena Sternadori (MA 05, PhD 08)**, South Dakota

Alumni News

Chris Allen (PhD 96) just finished a Fulbright year teaching mass communication at Sultan Qaboos University in Muscat, Oman. During his time there he taught two graduate classes each semester and an undergraduate class in the spring semester. Chris and Elaine (his spouse) explored much of Oman during weekends: from the Mussandam peninsula on the Straits of Hormuz in the north to just a few hundred meters from the Yemen border in the south. In addition, they visited Egypt, Nepal, United Arab Emirates, Turkey and Bulgaria. Chris was able to tour Al Jazeera in Doha, Qatar, and Elaine went to Mumbai, India, with a friend. For those wondering, when they arrived on Sept. 2, 2011 the temperature was well over 100 degrees F. It cooled to the upper 70s-upper 80s during December, February and March, and then got hot again. On June 19, the day before they left, it was 115F. Since Muscat is on the Gulf of Oman, it was a humid heat!



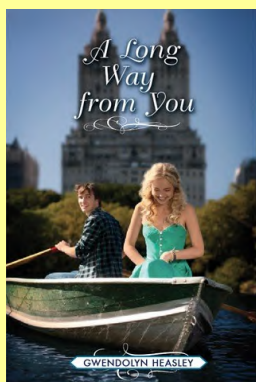
Alumni News, cont.

Congratulations are in order to two new full professors at the Missouri School of Journalism! Both **Charles Davis** and **Margaret Duffy** rose to the rank of Professor this year.

In 2012, **Shahira Fahmy (PhD 03)** was nominated by leading faculty members for the 1885 Distinguished Scholars Award. The nomination is for advancing major innovations in the candidate's discipline and in the university as well as considerable recognition of the candidate's area of study with international significance and highly valued contributions in teaching, research, and outreach. Fahmy was also invited to be associate editor for the Association for Education in Journalism and Mass Communication (AEJMC) journal: *Mass Communication & Society*. Shahira participated in a United Nations media project called Global Experts: UN Alliance of Civilizations (UNAOC). This online resource of opinion leaders and experts provides quick reactions and accurate analysis to journalists worldwide on complex political, social and religious issues and crises. Finally, Fahmy joined more than 300 UA faculty and researchers as an affiliated member of the Institute of the Environment.

James K. Gentry (MA 79, PhD 93) received Kansas University's John Katich Award for Creativity this spring. Gentry also had two in-depth articles on the business of sports on the front page of The New York Times sports section this year. One piece analyzed the growing complexity of contracts for college football coaches and the second examined how and why salaries for women's basketball coaches are significantly less than those for men. Both pieces required accessing and explaining seldom-used documents and data.

Jonathan Groves (PhD 09) will be on three panels at this year's AEJMC conference in Chicago: "The Digital Curators: Finding the Signal in a Sea of Noise," "We'll Do It Live: Real-Time Reporting Without Regrets," and "Changing Newsrooms: Contributions from Newsroom Ethnography in the Digital Age."



Gwen Heasley (MA 09) has her second novel out. Her second book, *A LONG WAY FROM YOU*, hit stores on June 5th. *A LONG WAY FROM YOU* is a companion novel to her first novel *WHERE I BELONG* and it's the story of a country girl, Kitsy Kidd, living in the big city! Click here for a description and a link to online retailers: <http://bit.ly/Mkfyta>.

In the course of her two-week trip in May as part of the University of Missouri's global scholars program, **María E. Len-Ríos (PhD 02)** (3rd from left), associate professor of strategic communication, sailed on the Atlas ship during a partial transit of the Panama Canal through the Miraflores Locks. She is pictured with her MU global scholar colleagues and members of the



Panama Canal Authority, Nubia Aparicio and Orlando Acosta Patiño. Photo by: Armando de Gracia, ACP.

María E. Len-Ríos (back, left), with James Scott, MU director of the International Center; Gustavo Carlo, Millsap Professor of Diversity in Human Development and Family Studies; Roxana Carlo, assistant teaching professor of psychological sciences; Roger Fales, associate professor of mechanical and aerospace engineering; and Karen Piper, professor, English; listen to Dr. Berta Torrijos de Arosemena, chancellor of the Universidad Especializada de las Américas, Albrook, Panamá, explain the service mission of the university. Dr. Arosemena's brother was the former military dictator Omar Torrijos, who signed the Panama Canal treaties with President Jimmy Carter.

Austin Lawrence Littau was born August 8, 2011 to **Jeremy Littau (MA 07, PhD 09)** and Amy White. He came a few weeks early but made skipping the AEJMC convention in 2011 a no-brainer. He's a strong, determined and happy little boy and seems to have a knack for the finer points of uses-and-gratifications theory when it comes to his toy smartphone.



Brooke Liu (MA 03) has had a great year! She was promoted to associate professor with tenure in the department of communication at the University of Maryland. Also, she had twin girls, Evelyn and Sophie, on January 17, 2012.



Crystal Lumpkins (PhD 07) received a Mentored Scientist Award (K-Award) from the National Cancer Institute/ National Institutes of Health; it's the largest grant that anyone has ever received through the University of Kansas School of Journalism (\$600,000). It's a five-year study (2011-2016) that involves working with predominately African American churches in the KCMO and KCK areas to increase awareness about colorectal cancer screening and prevention through targeted communication. The study involves looking at culturally and religiously targeted communication compared to traditional communication among African American church members and those affiliated with the church. Lumpkins

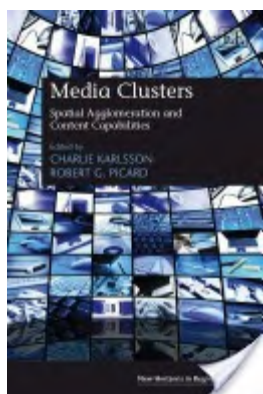
Alumni News Continued

was also a featured guest writer in a recently published book and medical art exhibit that is still traveling the country: *Waiting Room of One's Own*. Her book chapter is titled "The Soul of Marketing and Marketing to the Soul – A Look at DTCA Practices Targeting African American Women."



Adam Maksl (PhD 12) married Renee Petrina on June 2 in Indianapolis (the photo is from the reception, which was at the Children's Museum of Indianapolis). Renee is also a journalism educator. They will soon move to Louisville, where Adam will be an assistant professor of journalism and adviser to the student newspaper at Indiana University Southeast. (Adam's June was quite busy, as he successfully defended his dissertation just two weeks after the wedding.)

Doreen Marchionni (PhD 09) was a contributing author to a book published this spring about objectivity in the news: *News with a View: Essays on the Eclipse of Objectivity in Modern Journalism*. Her article addressed participatory-media practices. Fellow alum **Daxton "Chip" Stewart (MA 03, PhD 09)** also contributed to the book. Also, her research, along with that of recent graduate **You Li (MA 09, PhD 12)**, was featured in a cover story in the June issue of MU's J-School Magazine. The article focused on the applications of theoretical research in the industry: <http://journalism.missouri.edu/june-2012/doctoral-students.php>



Robert Picard (PhD 83), Reuters Institute at University of Oxford, has been elected a fellow of the Royal Society of Arts and is the editor of a new book, *Media Clusters: Spatial Agglomeration and Content Capabilities*.

Mark and Gaby Poepsel (PhD 11) had an exciting first year at Loyola University-New Orleans. Gaby and Mark welcomed Samuel Joseph Poepsel on February 22, 2012 at 4:01 p.m. Labor with Sammy began the night before Mardi Gras and

ended on Ash Wednesday! Not knowing labor had truly begun, Gaby and Mark went to Mardi Gras parades near their Uptown apartment. At birth, Sammy was 20.5 in. long and weighed 6 lbs. 13 oz. At his four-month doctor visit, he was 25 in. and 15 lbs. 10 oz. Sammy's favorite things at this stage are shouting all day and kick-



ing everything in sight. He's gonna be a soccer player!

This year, as an assistant professor, Mark developed two new courses (Videography and a re-tooled Theory & Research course for undergraduates) and taught a total of four courses for the first time. He helped draft a new curriculum for the School of Mass Communication and created a nascent branch of student media devoted to multimedia news production, with a focus on video news. This came in tandem with renewing the school's student chapter of RTDNA. Mark worked for six weeks this summer as a freelance editor for The Lens (<http://thelensnola.org/>), an investigative news website in New Orleans, which partners with the local Fox affiliate and which has several connections to Loyola's School of Mass Communication.

Jane Singer (PhD 96) has been invited to serve as general editor for the International Encyclopedia of Journalism Studies, part of the International Encyclopedia of Communication series from Wiley-Blackwell. She also has joined the editorial board of Digital Journalism, a new journal debuting in 2013. Get those manuscripts ready!



Chip Stewart (MA 03, PhD 09) was promoted to associate professor and granted tenure at Texas Christian University in the spring. In March, he was the organizer and moderator of panel called "Intellectual Property Issues in Social Media" at South by Southwest Interactive in Austin, Texas. Stewart also submitted a manuscript for *Social Media and the Law*, an edited volume he put together, scheduled to be published by Routledge in December.

Stewart will be the research chair for the AEJMC Law & Policy Division this year. And he found the time to run the Disney Half Marathon in January! But, the highlight of his year was catching a bat that Josh Hamilton threw into the stands at a Texas Rangers game. He was wearing a Mizzou shirt at the time, and the catch made the highlights on SportsCenter!

Tim Vos has a busy AEJMC ahead of him! In addition to an accepted paper, Vos will be presenting an invited research paper, "Historical Mechanisms and Journalistic Change," to the History Division. He will also moderate the Top Papers panel for the History Division. Vos is Chair of the AEJMC History Division, Program Chair for the division, and member of the Council of Divisions.

Alumni News Continued

Three Ph.D. graduates and a current Mizzou professor are the joint authors of *Think: Public Relations*, which has just been published in its 2nd edition by Pearson Education. **Dennis L. Wilcox (PhD 74)**, professor emeritus at San Jose State University, is the lead author. The other co-authors are **Glen Cameron**, currently at Mizzou, **Bryan Reber (PhD 01)**, now at the University of Georgia, and **Jae-Hwa Shin (PhD 03)**, currently teaching at the University of Southern Mississippi. The 400-page introductory textbook is designed in a magazine format, and it has case studies from yesterday's headlines, large photos, and colorful graphics. Earlier in the year, Pearson Education published the 7th edition of *Public Relations Writing & Media Techniques* by Dennis Wilcox and co-author Bryan Reber.



Erin Willis (MA 08, PhD 11) got married last year to Jason Lipnitzky! They married August 5th, before moving down to Memphis.

Matthew Zimmerman (MA 09) has a teaching job at Ball State! He will be finishing his PhD at Indiana this fall, and will be teaching Intro to Sport Communication, Sports Law, and the Capstone Sports Management at Ball State as well. Congratulations, Matthew!

As a vice head and program chair this year, **Bu Zhong (MA, 2000)** will be the incoming head of Mass Communication and Society, AEJMC in Chicago.

Presentations

Alhabash, S., Huang, K., Yang, J., & Chiang, Y-h (2012). Narcissism, Internet uses and addiction in Taiwan. Paper presented to the Communication and Technology Division of the annual meeting of the International Communication Association, Phoenix, AZ.

Alhabash, S., McAlister, A., Quilliam, E. T., Rifon, N., & Richards, J. (2012). Between "Likes" and "Shares": Effects of emotional appeal and virality of social marketing messages on Facebook. Abstract presented at the International Social Marketing (ISM 2012) Conference, Brisbane, Australia.

Alhabash, S., & Sternadori, M. (2012). Individual differences matter: How motivational reactivity and implicit attitudes moderate the effects of race congruency on the persuasiveness of tailored health messages. Abstract presented to Information Systems Division of the annual meeting of the International Communication Association, Phoenix, AZ.

Fahmy, S. & Al-Emad, M. (2011). Did they tone it down? Comparing the coverage of the Iraq War in Al-Jazeera English-language website in 2004 versus 2007. Paper presented at the Midwest Association for Public Opinion Research (MAPOR) annual conference, Chicago, IL.

Fahmy, S. & Neumann, R. (2012). Telling the untold stories of crisis reporting: Journalistic perceptions toward peace versus war coverage. Paper presented at the International Communication Association (ICA) annual convention, Phoenix, AZ.

Filer, C., Kenski, K., **Fahmy, S.** & Rains, S. (2012). Spreading news about the flu: H1N1 and Intermedia agenda setting in national and local newspapers. Paper presented at the International Communication Association (ICA) annual convention, Phoenix, AZ.

Jackson, C. (2012). Forever Undead: Hollywood's Iconic American Outlaw Rides into the Twilight of Another Day Spreading Teutonic Myths of Racial Superiority. Paper presented at the Eighth Biennial Society for Multi-Ethnic Studies: Europe and the Americas (MESEA) annual conference "Media and Mediated Performances of Ethnicity," Barcelona, Spain.

Jackson, C. (2012). Ladies or Wenches?: Black Women in Reconstruction Strove for One, Lived the Other. Paper to be presented at the 97th annual convention of the Association for the Study of African American Life and History (ASALH), Pittsburg, PA. Presentation is part of a panel, "Transforming the Culture of True Womanhood in the 19th Century," which is composed of NSU professors.

Jackson, C. (2012). Beyond Missouri, Beyond Death: Late Nineteenth-Century Newspapers Provide Pattern for the Immortalization of Jesse James as a Dime Novel Hero. Paper to be presented at the annual convention of the American Journalism Historians Association, Raleigh, NC.

Kononova, A., Alhabash, S., Zazorina, T., & Diveeva, N. (2012). Media Multitasking and Perceived Attention to Media Messages: A Study of College Students in the United States, Kuwait, and Russia. Paper to be presented at the annual meeting of the International Association for Media and Communication Research, Durban, South Africa.

Pe-Aguirre, Jeffrey J. (2012). Content and Consequence: The Roles of First Amendment Jurisprudence and Technological Innovations in Ensuring Free Speech Over the Internet, the Public Forum of the Future. Paper presented at the Midwest Political Science Association 70th Annual Conference, Chicago, IL.

Tusalem, Rollin F. and **Pe-Aguirre, Jeffrey J.** (2012). Ties that Bind: The Effect of Political Dynasties on Public Good Provision-Evidence from the Philippines. Paper presented at the Midwest Political Science Association 70th Annual Conference, Chicago, IL.

Publications

- Alhabash, S., Park, H., Kononova, A.,** Chiang, Y., & **Wise, K.** (In press). Exploring the motivations of online social network use in Taiwan. *CyberPsychology, Behavior, & Social Networking*.
- Alhabash, S., & Wise, K.** (In press). Peacemaker: Changing students' attitudes toward Palestinians and Israelis through videogame play. *International Journal of Communication*.
- Ali, S. & **Fahmy, S.** (In press). Cyber Crackdowns and Gatekeeping: Social Media in the Arab World and beyond. In Barış Çoba and Barış Erdoğan (Eds.), *Meta-morphosis of The Arab World: Political Geography and Alternative Maps*. Istanbul, Turkey.
- Ali, S. & **Fahmy, S.** (In press). Gatekeeping & citizen journalism: The use of social media during the recent uprisings in Iran, Egypt, and Libya. *Media, War & Conflict*.
- Ali, S. & **Fahmy, S.** (In press). The icon of the Egyptian revolution: Using social media in the toppling of a Mideast government. In Ralph Berenger (Ed.), *Social media go to war—Civil unrest, rebellion and revolution in the age of twitter*. Washington: Marquette Books LLC.
- Fahmy, S.** & Al-Emad, M. (2011). Al-Jazeera versus Al-Jazeera: A comparison of the network's English- and Arabic- online coverage of the U.S./Al Qaeda conflict. *International Communication Gazette*, 73(3), 216-232.
- Fahmy, S.** & Johnson, T. (2012). Invasion vs. occupation: A trend analysis of how embeds assess influences and performance in covering the Iraq War. *International Communication Gazette*, 74(1), 23-42.
- Fahmy, S.** & Neumann, R. (2012). Shooting war or peace photographs? An examination of newswires' coverage of the conflict in Gaza (2008-2009). *The American Behavioral Scientist* 56(2), 1-26.
- Fahmy, S.,** Wanta, W. & Nisbet, E. (In press). Mediated public diplomacy: Satellite TV news in the Arab World and perception effects. *International Communication Gazette*.
- Fahmy, S.,** Wanta, W., Johnson, T. & Zhang, J. (2011). The path to war: Exploring a second-level agenda building analysis examining the relationship among the media, the public and the president. *International Communication Gazette*, 73(4), 322-342.
- Hinnant, A. & Hendrickson, E.** (2012) "Rhetorical Visions of Health: A Fantasy-Theme Analysis of Celebrity Articles." *Celebrity Studies*, 3(2), 197-212.
- Huang, Y. & **Fahmy, S.** (2011). Same events, two stories: Comparing the photographic coverage of the 2008 Anti-China/Olympics demonstrations in Chinese and U.S. newspapers. *International Communication Gazette*, 73(8), 732-752.
- Liu, X. & **Fahmy, S.** (2011). Exploring the spiral of silence in the virtual world: Individuals' willingness to express personal opinions in online versus offline settings. *Journal of Media & Communication Studies*, 3(2), 45-57.
- McKinley, C. & **Fahmy, S.** (2011). Passing the 'Breakfast Test': Exploring the effects of varying degrees of graphicness of war photography. *Visual Communication Quarterly*, 18(2), 70-83.
- Neumann, R. & **Fahmy, S.** (2012). Analyzing the spell of war: A war/peace framing analysis of the 2009 visual coverage of the Sri Lankan civil war in Western newswires. *Mass Communication & Society*, 15(2), 169-200.
- Hong, S.,** & Park, H. S. (2012). Computer-Mediated Persuasion in Online Reviews: Statistical versus Narrative Evidence. *Computers in Human Behavior*, 28, 906-919.
- Hong, S., Tandoc, E., Kim, E. A., Kim, B., & Wise, K.** (2012). The Real You?: The Role of Visual Cues and Comment Congruency in Perceptions of Social Attractiveness from Facebook Profiles. *Cyberpsychology, Behavior and Social networking*, 15, 7, 339-344.
- Kononova, A., & Alhabash, S.** (In press). When one medium is not enough: Media use and media multitasking among students in Kuwait. *Journal of Middle East Media*.
- Len-Ríos, M. E.** (2012). The potential for communication scholars to set priorities that curb health disparities. *Howard Journal of Communications*, 23(2), 111-118.
- Crystal Lumpkins** (Forthcoming). Hollywood and Breast Cancer Prevention among African American women: Utilizing a Cultural Lens to Analyze Breast Cancer Risk Narratives in the California 'Every Woman Counts' Campaign. *Journal of Media and Communication Studies*.
- Crystal Y. Lumpkins, Glen T. Cameron, Cynthia M. Frisby** (2012). Spreading the Gospel of Good Health: Assessing Mass Women's Magazines as Communication Vehicles to Combat Health Disparities Among African Americans. *Journal of Media and Religion* Vol. 11, Iss. 2.
- Crystal Lumpkins,** Natabhona Mabachi, Kris Neuhaus, Christine Daley and Allen Greiner. (Forthcoming). Promoting Health Behavior From the Pulpit: Clergy Share Their Perspectives on Effective Health Communication in the African American Church. *Journal of Religion and Health*.
- Shin, J. H., **Fahmy, S.** & Lewis, R. A. (2012). Katrina study shows human interest photos predominant. *Newspaper Research Journal*, 33(1), 38-53.
- Stewart, Daxton R.** ed. (In press). *Social Media and the Law: A Guidebook for Communication Students and Professionals*, Routledge: New York.

Publications, cont.

Stewart, Daxton R. (In press). Evaluating Public Access Ombuds Programs: An analysis of the experiences of Virginia, Iowa and Arizona in creating and implementing ombuds offices to handle disputes arising under open government laws, *Journal of Dispute Resolution*, 2012(1).

Stewart, Daxton R. (In press). Finding a Balance: Ways to Reach Consensus and Reason in Reconciling Access with Privacy, in *Transparency 2.0* (Charles Davis & David Cuillier, eds.), New York: Peter Lang Publishing.

Stewart, Daxton R. (2012). Freedom's Vanguard: Horace Greeley on Threats to Press Freedom in the early years of the Penny Press, *American Journalism*, 29(1), 60-83.

Stewart, Daxton R. (2012). Systems in the Shadow of Sunshine Laws, *Rutgers Conflict Resolution Law Journal* 9(2), 1-38.

Stewart, Daxton R. (2012). "Gagged, Mincing Neutrality" – Horace Greeley on Advocacy Journalism in the Early Years of the Penny Press, in *News With a View: Journalism Beyond Objectivity* (Burton St. John III and Kirsten Johnson, eds.), Jefferson, NC: McFarland.

Stewart, Daxton R. (2011). Can I Use This Photo I Found on Facebook? Applying Copyright Law and Fair Use Analysis to Photographs on Social Networking Sites Republished for News Reporting Purposes, *Journal on Telecommunications and High Technology Law*, 10(1), 93-121.

Stewart, Daxton R. & Fargo, Anthony L. (2011). Challenging Civil Contempt: The Limits of Judicial Power in Cases Involving Journalists, *Communication Law & Policy*, 16(3), 425-462.

Tandoc, E. & Takahashi, B. (2012). The complex road to happiness. The influence of human development, a healthy environment and a free press. *Social Indicators Research*.

Volz, Yong and Lee, Francis L. F. (Forthcoming). What Does it Take for Women Journalists to Gain Professional Recognition? Gender Disparities among Pulitzer Prize Winners, 1917-2010. *Journalism and Mass Communication Quarterly*.

Volz, Yong and Lee, Francis L. F. (Forthcoming). Who Wins the Pulitzer Prize in International Reporting? Cumulative Advantage and Social Stratification in Journalism. *Journalism: Theory, Practice & Criticism*.

Wilkins, Lee, Steffens, Martha, Vultee, Fred, Thorson, Esther, Kyle, Greeley and Collins, Kent. *Reporting Disasters on Deadline*, 2012, New York: Routledge.

Zhang, J. & Fahmy, S. (In press). Live tweeting at work: The use of social media in public diplomacy. In Guy Golan (Ed.), *The Handbook of Strategic Public Diplomacy*. Thousand Oaks, CA: Sage.

Alumni Spotlight

For the first time in the AEJMC Alumni newsletter, we will be showcasing an interview of one of our alums! Many of you may remember this from the monthly Graduate Studies newsletter. Now, we're going to incorporate this into our AEJMC newsletter each year!

Katia Walsh graduated with her PhD from our program back in 1997. Let's find out what she's been up to in the fifteen years since!



Q1) Tell us a little bit about what you've done since finishing your degree at Mizzou.

A: In the 15 years since finishing the Mizzou doctoral program, I've been an advertising professor, a technology researcher and consultant, and a financial services professional.

Q2) What are you currently doing in your professional life?

A: Earlier this year I assumed responsibility for Prudential Financial's Global Strategic Research group. My group supports Prudential's businesses and corporate groups around the world. We manage Prudential's proprietary research that helps track and continuously improve client experience, drive strategy, launch innovative products and services, and provide thought leadership for the industry. Prudential reminds me of my experience at the University of Missouri School of Journalism. They both share a pride in more than a century of history and a mission of helping society, coupled with a focus on learning and an inclusive and diverse culture.

Q3) How did your course work influence or guide you into the work you're conducting now?

A: The University of Missouri doctoral program built a crucial foundation for my current work. For example, information theory or cognitive and social psychology courses armed me with an understanding of consumer behavior; political sciences classes prepared me for strategy work; research methods and statistics classes gave me the necessary technical skills; and the mentoring of my professors taught me leadership.

Q4) Did you anticipate being where you are today when you left?

A: Not at all! I'm a former journalist from Bulgaria. After the fall of communism, I was fortunate to win a fellowship at The Poynter Institute in St. Petersburg, FL. That changed my life and eventually paved the way for enrolling in the University of Missouri doctoral program. Even in my wildest dreams I couldn't

Spotlight, cont.

have imagined working for one of the largest financial services providers in the world.

Q5) Was there a faculty member (or two, or more) that was instrumental in making you the researcher you are today?

A: It does take a village and I wouldn't want to miss anyone but I'd like to thank at least some of my teachers. Esther Thorson was my advisor and remains a role model and inspiration. She built up her students not only with technical and theoretical expertise but also professional confidence, presentation style, and other softer, but important, skills -- what businesses call "executive presence." She motivated us to work hard and push ourselves, and made us feel like we could do anything -- no wonder so many of her students throughout the years win awards at AEJMC and similar top research forums. Glenn Leshner brought exciting new ideas to the program and shaped the topic for my dissertation. Byron Scott became a personal friend and served as maid (no typo) of honor at my wedding! I was also fortunate to benefit from the mentoring of the broader University of Missouri faculty, including James Endersby (Political Science) and Phil Wood (Psychology), among others.

Q6) Tell us about one defining moment that you still think about from your days in our program.

A: The full four-year experience at the University of Missouri's doctoral program was defining. It was a warm and nurturing

program, with a unique combination of learning, collaboration, and drive to excel. We had a close community of doctoral students that Esther actively nurtured with everything from motivational talks to "muskrat chili" parties at her house and staying up all night with us to write AEJMC papers. As a result, my fellow doctoral students have achieved a lot: not only do they keep winning awards, they publish books, chair university departments, and nurture the next generation of academics. I'm so proud of them!

Q7) What advice would you want to give our current PhD students, if given the chance?

A: Not sure I'm in a position to give advice to smart PhD students but I'll share two things, one that I tell my children and the other something I learned from a fellow Mizzou Ph.D. student. First, education is the greatest equalizer. Thanks to education, I now have the opportunity to work with and continue to learn from smart colleagues and leaders around the world and serve a company with a noble mission: helping people around the world prepare for retirement. Second, one of my fellow doctoral students taught me at the right time in my own program that "there are two kinds of dissertations, good ones and done ones." I'm sure current Ph.D. students will understand...

Q8) Do you have any news on the private front that you would like to share?

A: After spending almost 15 years in the Boston area, my family (husband, Tom, and children, Emily, 10, and Tommy, 8) and I moved to the greater New York area. But we'll always harbor special fondness for Columbia, MO!

Congrats to our Graduating PhD Students!!!



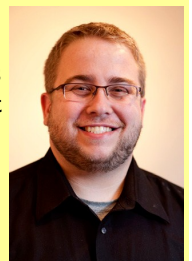
Mi "Rosie" Jahng
Chair: Esther Thorson



You Li
Chair: Esther Thorson
Oakland University in Rochester Hills



Bokyung Kim
Chairs: Glen Cameron & Maria
Len-Rios
Rowan University



Adam Maksl
Chair: Charles Davis
Indiana University Southeast



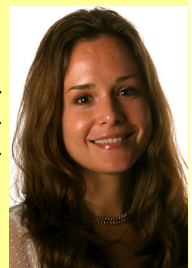
Damian Kostiuk
Chair: Glen Cameron
Division of Homeland Security/US Citizenship &
Immigration Services



Chad Painter
Chair: Lee Wilkins
Eastern New Mexico University



Joonghwa Lee
Chair: Esther Thorson
Middle Tennessee State University



Erin Schauster
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SUBMIT AN ARTICLE, ANNOUNCEMENT, OR ITEM OF INTEREST

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

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Thank You!

I want to take a moment to thank our amazing faculty, students, and staff for all of their help with the Graduate Studies newsletter this year! To our alumni, a special thank you for being so responsive and sharing your news and presentations with me! The annual AEJMC edition of the newsletter would not be the same without your help. Also, a big thank you to Ginny Cowell, who helped me scour the AEJMC conference program, making sure that we had all student, faculty and alumni participation listed. Finally, another big thank you to Martha Pickens, who proofreads the newsletter for me every month, and always catches my mistakes!

I enjoy working with all of you throughout the year, and am excited to see the start of another school year later this month!

- Sarah

MISSOURI SOCIAL

**Don't forget to join us at
the Missouri Social and
Alumni Celebration!**

**8:30 to 10:00 p.m. Friday,
August 10, in the Avenue
Ballroom at the Marriott.**

**There is no charge and
food will be served. There
will be a cash bar.**

**We look forward to seeing
all of you there!**