



ACADEMIC APPOINTMENTS

University of Missouri

Missouri School of Journalism

Assistant Professor of Strategic
Communication

August 2017 - present

*Department of
Communication, College of
Arts & Sciences*

Courtesy Faculty

January 2018 - present

*School of Health Professions,
Master of Public Health*

Affiliate Faculty

April 2020 – present

University of Kansas

*William Allen White School of
Journalism and Mass
Communications*

Lecturer

May 2017 – August 2017

Teaching Assistant/Instructor
of Record

August 2013 – May 2017



Missouri School of
Journalism
178 Gannett Hall
Columbia, MO 65211



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Luisim@missouri.edu



Faculty Website

EDUCATION



**Ph.D., Journalism
and Mass
Communication**

University of Kansas | 2017



**M.A.,
Communication Studies**

University of South Dakota
| 2013



**B.A., Communication
Studies**

University of Maryland |
2010

Certificate: African-
American Studies

Minor: Spanish Language &
Cultures

RESEARCH

PEER-REVIEWED JOURNAL ARTICLES

Luisi, M. (2020). From bad to worse: The representation of the HPV vaccine Facebook. *Vaccine*. doi: 10.1016/j.vaccine.2020.05.016.

Luisi, M. (2020). Kansan parent/guardian perceptions of HPV and the HPV vaccine and the role of social media. *Kansas Journal of Medicine*, 13(1), 9-18.

Luisi, M., Jones, R., & Luisi, T. (2020). Randall Pearson: Framing Black identity, masculinity, adoption and mental health in television. *Howard Journal of Communications*, 31(1), 71-85. doi: 10.1080/10646175.2019.1608481

Luisi, M., Rodgers, S., & Schultz, J. (2019). Experientially learning how to communicate science effectively: A case study. *Journal of Research in Science Teaching*, 56(8), 1135-1152. doi: 10.1002/tea.21554

- Luisi, M.,** Barker, J., & Geana, M. (2018). American Ebola Story: Frames in U.S. national newspapers. *Atlantic Journal of Communication*, 26(5), 267-277. doi: 10.1080/15456870.2018.1517764
- Luisi, M.,** Luisi, T., & Bobkowski, P. (2018). "A very dangerous battleground": How abstinent Christian men select and navigate media in the presence of sexual media content. *Journal of Media and Religion*, 17(1), 1-11. doi: 10.1080/15348423.2018.1463706
- Luisi, M.,** Luisi, T., & Geana, M.V. (2016). Homosexuality and the heartbeat of a locker room: An analysis of quotations in the context of hegemonic and inclusive masculinity theories. *Journal of Homosexuality*, 63(10), 1314-1338. doi:10.1080/00918369.2016.1157996

PEER-REVIEWED JOURNAL ARTICLES IN REVISION

PEER-REVIEWED JOURNAL ARTICLES UNDER REVIEW

- Luisi, M.** (2020). COVID-19 daughter-scholar: Role boundary, strain, and communication strategy. *Qualitative Health Research*.
- Luisi, M.** (2020). From bad to worse II: Risk amplification of the HPV vaccine on Facebook. *Vaccine*.
- Luisi, M.** (2020). Media and communication variable impacts on HPV vaccine health beliefs: A case study on the role of social media and healthcare providers. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*
- Luisi, M.,** Hu, S., & Rodgers, S. (2020). Narrative Use in HPV PSAs Online: A summative analysis of their structure and engagement. *Health Communication*.

PEER-REVIEWED JOURNAL ARTICLES IN PROGRESS

- Luisi, M.** & Kraxberger, L. Those "Little Pink Pills" and "Horny Pens": Addyi & Vyleesi, the first FDA approved medications for hyposexual desire disorder in news media. *Health Communication*.
- Luisi, M.** & Kraxberger, L., Luisi, T. Mind, body, and heart: The effects of framing medications for hyposexual desire disorder. *Health Communication*
- Luisi, M.** & Stacker, D. Clinicians and communication about pre-exposure prophylaxis. *Howard Journal of Communication*.

CONFERENCE PAPERS

- Luisi, M.** (2020). Missourian guardian perceptions of HPV and the HPV Vaccine and the role of social media. *AEJMC Mid-Winter*. Norman, OK.
- Luisi, M.** (2020). "The Murdering of Our Daughters": Facebook and the first decade of HPV vaccine health beliefs. *ICA*. Gold Coast, Australia.
- Nutting, B., & **Luisi, M.** (2019; 2019). "Why would I choose to live less?": Millennial cancer clinical trial message frame preference. *AEJMC* (Toronto, Canada); [same authors] *AEJMC Mid-Winter* (Norman, OK).

- ★ 2019 AEJMC ComSHER Top Poster
- Luisi, M.,** & Geana, M. (2019). The good, the bad, and the “Deadly #Scam”: A decade of HPV vaccine-related health beliefs on social media. *AEJMC Mid-Winter* (Norman, OK).
- Luisi, M.,** Luisi, T., & Kraxberger, L. (2019). Addyi: Framing a female sexual health treatment in U.S. newspapers. *AEJMC Mid-Winter* (Norman, OK).
- Stacker, D., **Luisi, M.,** & Mislán, C. (2019). Profiting from Blackness: Black audience encoding and decoding of Nike advertisements. *AEJMC Mid-Winter* (Norman, OK).
- Luisi, M.** (2018). Brave new theory: A call for theoretical development and study of the components and effects of misinformation, disinformation, and digital nativity. *Rethinking Theories and Concepts of Mediated Communication* (Barcelona, Spain).
- Luisi, M.** (2018). HPV vaccination approaches: Appealing to the parents. *Rebuilding the Civic Compact* (UMSL, St. Louis, MO)
- Luisi, M.** (2018). Writings on the wall: Kansan parent/guardian perceptions of human papillomavirus, the vaccine, and the influence of social media. *MAPACA* (Baltimore, MD).
- Luisi, M.,** & Jones, R. (2018). “Don’t get it twisted, sis”: Framing Black American issues through Randall Pearson’s experience in This is Us. *AEJMC Mid-Winter* (Norman, OK).
- ★ 2018 AEJMC Mid-Winter Entertainment Studies Interest Group Top Abstract
- Maschke, P. J., & **Luisi, M.,** (2017). Our brand is support: Higher ed’s response to the initial 2017 travel ban. *MAPACA* (Philadelphia, PA).
- Luisi, M.** Kang, H., Omoscharka, M., & Geana, M. (2017). Zika in the USA: Risk frames in the headlines. *MAPACA* (Philadelphia, PA).
- Geana, M., Adi, A., & **Luisi, M.** (2016). Framing Angelina Jolie: Newspaper reporting in the US and the UK on her 2013 breast surgery. *EACH 2016*. Heidelberg, Germany.
- Luisi, M.,** Barker, J., & Geana, M. (2016). American Ebola Story - How U.S. national newspapers framed the 2014 Ebola epidemic. *MAPACA* (Atlantic City, NJ)
- Luisi, M.,** & Luisi, T. (2016). Hello, Addyi! - A thematic analysis of U.S. newspaper articles covering the first drug to treat sexual dysfunction in premenopausal women. *AEJMC Mid-Winter* (Norman, OK).
- Robinson, M.** (2015). A community-based participatory approach to addressing the gonorrhea epidemic in Wyandotte, County Kansas. *The Annual Graduate Student Research Competition at the University of Kansas*.
- Robinson, M.,** & Luisi, T. (2015; 2015). Sexual battlegrounds: How abstinent Christian men select and navigate media content. *AEJMC* (San Francisco, CA); [Robinson & Bobkowski, P.] *AEJMC Mid-Winter*. Norman, OK.
- ★ 2015 AEJMC Religion & Media Top Paper (2nd place)

- Robinson, M. L.,** Luisi, T., & Geana, M. (2015). The heartbeat of a locker room: Reactions to Jason Collins and Michael Sam coming out. *AEJMC* (San Francisco, CA).
- Robinson, M.** (2014). Their eyes are watching: The ethics of Facebook's graphic content policy regarding violence and adolescents. *AEJMC*. Montreal, Canada.
★ 2014 AEJMC Media Ethics Division Top Paper
★ 2014 AEJMC Media Ethics Carol Burnett Award
- Robinson, M.** (2013,). Discussing the dietetically dialectic: The competing discourse of food. *IdeaFest*. (University of South Dakota, Vermillion, SD)
- Robinson, M.** (2010). The sexual self-schema of female adolescents in Ward 8. *NCUR*. University of Montana, Missoula, MT.

CONFERNECE PANELS

- Yue, A., Kim, C., Sinclair, A., **Luisi, M.**, & Daniels, G. (2020). Creating a welcoming and inclusive academic environment. [Panel]. *AEJMC Annual Conference* (San Francisco).
- Luisi: "F.I.R.E: Your guide to a welcoming and inclusively "lit" virtual classroom"
- Greer, J., **Luisi, M.**, Peña, V., & Tefertiller, A. (2020). Everything you ever wanted to about academic networking (*But were afraid to ask). [Panel]. *AEJMC Mid-Winter* (Norman, OK).

CONFERENCE PAPERS UNDER REVIEW

- Luisi, M.** & Kraxberger, L. (2020). Those "Little Pink Pills" and "Horny Pens": Addyi & Vyleesi, the first FDA approved medications for hyposexual desire disorder in news media. *National Conference on Health Communication Marketing & Media*. (Atlanta, GA).

RESEARCH ASSISTANTS SUPERVISED

- **Robert Jones.** (Fall 2017 – Spring 2020). Doctoral candidate, various projects
- **Lily Kraxberger.** (Fall 2018 – Spring 2020). Undergraduate student, Discovery Fellows: Female sexual health and medicine in media.
- **Diamond Stacker.** (Fall 2019 – Spring 2020). Doctoral student, various projects.
- **Courtney Boman** and **Erika Schneider.** (2019). Doctoral students: HIV Among MSM in Central Missouri

TEACHING & SCHOLARSHIP OF TEACHING

COURSES TAUGHT

University of Missouri

- **Strategic Conflict Management (JOURN 8044):** Understanding the cross-disciplinary study that integrates organizational behavior, crisis management, conflict resolution and image repair. This course melds theory with practice, and is for those venturing into media management, law, and strategic communication. Fall 2020 (15 students)
- **Thesis Seminar (JOURN 8100):** This course is structured according to a series of steps designed to facilitate the development of the thesis proposal. Spring 2020 (4); Spring 2019 (16); Spring 2018 (24)
- **Mass Media Seminar (JOURN 8000):** "This class serves as the foundation of your MA program...a course about *research* and *thinking like a researcher*. It will mean we spend some time thinking about *theory*." Fall 2018 (20); Fall 2017 (17)
- **Strategic Communication Research Methods I (JOURN 4952):** Good research makes for good decisions – and that is also true when it comes to communication and action. Successful brands invest in strategic communication research to better understand the needs, concerns and perceptions of their target audience. In this course, you will learn skills to conduct and evaluate strategic communication research to arrive at sound conclusions. Fall 2020 (40 students); Spring 2020 (20); Fall 2019 (50); Spring 2019 (20); Fall 2018 (40); Spring 2018 (22); Fall 2017 (38)

University of Kansas

- **Diversity in Media (JOUR 534):** An in-depth overview of media content and interpretation of race, gender, sexuality, belief systems, abilities, socioeconomic status, age, and thought. Summer 2017 (20; online); Spring 2017 (29); Fall 2016 (30); Summer 2015 (20; online); Spring 2015 (30); Fall 2014 (33); Spring 2014 (40)
 - *Online course developer*
- **Information Management (JOUR 302):** An overview of research methods, skills, and source credibility. Spring 2016 (30); Fall 2015 (29)
- **Media & Society (JOUR 101), TA:** Introductory course for journalism students covering the history of media and societal influence and implications. (Fall 2013)
- **Media Writing (JOUR 304), TA:** Introductory course for producing media content. (Fall 2013)

University of South Dakota

- **Fundamentals of Speech (SPCM 101):** Public speaking and introduction to communication theory. Spring 2011 (25); Fall 2010 (25), TA: Spring 2012; Fall 2011
- **Introduction to Mass Communication (MCOM 151), TA:** (Spring 2013, Fall 2012)

COMMITTEES (DOCTORAL AND MASTERS)

Role	Name	Exp. Graduation	Status & School	Title
DOCTORAL COMMITTEES				
Member	Mengyao Xu	Spring 2023	Student; Journalism	TBD
Member	James Ndone	Spring 2022	Student; Journalism	TBD
Member	Weilu Zhang	Spring 2021	Student; Journalism	TBD
Member	Robert Jones	Summer 2020	Candidate; Journalism	TBD
Member	Courtney Boman	Spring 2020	Student; Journalism	TBD
Member	Warren Davis	Spring 2020	Student; Communication	TBD
MASTERS COMMITTEES				
Chair	Ralph Chapoco	Fall 2020	Student; Journalism	TBD
Chair	Anh (Tiffany) Nguyen	Fall 2020	Student; Journalism	TBD
Chair	Madison Axford	Fall 2020	Student; Journalism	TBD
Chair	Mariah Cox	Spring 2020	Candidate; Journalism	Raising awareness and encouraging action: Evaluating professional training as a means to strengthen work routines among environmental communication practitioners
Chair	Catherine Wendlandt	Fall 2019	Complete; Journalism	Health News in City Magazines
Chair	Isaac Carmichael	Spring 2020	Candidate; Journalism	Will the New German Man Please Stand Up? Hegemonic Masculinity in Nazi Propaganda and German Cinema
Chair	Jordan Noble	Fall 2019	Complete; Journalism	Sneakers in Basketball: A look into the Importance Sneakers to the Professional Basketball player through Function, Fashion and Personal Opinion
Chair	Austin Munhofen	Spring 2019	Complete; Journalism	Textual analysis of online magazine framing of screen time use in young children
Chair	Brittany Mobley	Spring 2019	Complete; Journalism	African-American female aspiring journalists and the lack of African-American female television news directors and producers
Chair	Brooke Johnson	Spring 2019	Complete; Journalism	Conversations on suicide: 13 Reasons Why

MONIQUE LUISI | CURRICULUM VITAE

Chair	Emily Ladig	Spring 2019	Complete; Communication	An examination of personalization in digital advertising
Chair	Alyssa Salela	Fall 2018	Complete; Journalism	A textual analysis of women's health magazines: How women's health magazines set the agenda for women's beliefs about heart disease
Member	Kevin Kinder	Spring 2020	Student; Journalism	Investing in Newsrooms During the Layoff Era
Member	Ethan Morrow	Spring 2020	Student; Communication	TBD
Member	Mathew Davis	Spring 2020	Candidate; Journalism	For us, by us: Sociocultural targeting of HIV prevention messages to Black MSM
Member	karen Bauer	Spring 2020	Candidate; Journalism	Designing a Mass Communications Bachelor of Applied Science for Bismarck State College
Member	Heng Li	Fall 2019	Complete Journalism	Framing US-China trade war: A content analysis of news frames used in U.S. and Chinese media
Member	Cary Littlejohn	Fall 2019	Complete; Journalism	Esquire magazine and traditional masculinity: A qualitative content analysis

GUEST SPEAKING

- **Guest Lecturer.** (2020, June 23). *Misinformation on social media*. Osher Lifelong Learning Institute, University of Missouri.
- **Guest Lecturer.** (Summer 2020). American Virus Story. Interdisciplinary perspectives on COVID19. School of Health Professions, University of Missouri.
- **Invited Speaker.** (2019, October 16). *Media messages about health*. School of Journalism and Mass Communication, University of Iowa.
- **Invited Speaker.** (2019, September 26). *Life of a junior faculty member*. William Allen White School of Journalism and Mass Communications, University of Kansas.
- **Interviewee.** (2018, June 20) *Diversity and intersectionality in media research, diversity of what we believe*. College of Communication and Information Sciences, University of Alabama.
- **Panelist.** (2018, Apr. 6). *What we teach and how students learn: An introduction to faculty at the Missouri School of Journalism*. Missouri School of Journalism, University of Missouri.
- **Guest Lecturer.** (2017, Oct. 25). *Theory of planned behavior*. William Allen White School of Journalism and Mass Communications, University of Kansas.
- **Guest Lecturer.** (2017, Sep. 5). *Transition into graduate studies*. William Allen White School of Journalism and Mass Communications, University of Kansas.

SERVICE

TO THE MISSOURI SCHOOL OF JOURNALISM

Teaching Assistants Who Shadowed

- **Erika Schneider.** (Fall 2019-present; Strategic Communication Research Methods I (JOURN 4952))
- **Sisi Hu.** (Fall 2019-present; Strategic Communication Research Methods I (JOURN 4952))
- **Alyssa Salela.** (Fall 2018; Strategic Communication Research Methods I (JOURN 4952))

Other

- **Member.** Public Relations Assistant Professor (tenure-track) search committee. 2020-present
- **Honors College Mentor.** 2020-present
- **Walter Williams Mentor.** 2019-present
- **Discovery Fellows Mentor.** 2019-present
- **Member.** M.A. Affairs Committee, 2019-present
- **Research Team Leader.** HIV/AIDS prevention research development team. Columbia-Boone County Department of Public Health and Human Services (Missouri), 2019 –present
- **Member.** Teaching & Assessment Committee, 2018-present
- **Guest Panelist.** Views of the News (KBIA), September 18, 2019: Remembering Cokie Roberts. <http://casts.kbia.fm/views-news/762045227/>
- **Guest Panelist.** Views of the News (KBIA), July 24, 2019: ESPN Doubles Down On Political Talk Policy. <https://www.kbia.org/post/views-news-espn-doubles-down-political-talk-policy#stream/0>
- **Co-Organizer.** (2018). Paying it forward: Junior faculty advise outgoing Ph.Ds. Luncheon. Columbia, MO.
- **Guest Panelist.** Views of the News (KBIA), April 17, 2019: Covering Notre Dame Cathedral Fire. <https://www.kbia.org/post/views-news-covering-notre-dame-cathedral-fire#stream/0>
- **Guest Panelist.** Views of the News (KBIA), March 7, 2018, Representation at the Academy Awards. <http://kbia.org/post/views-news-representation-academy-awards#stream/0>

TO THE UNIVERSITY OF MISSOURI CAMPUS

- **Advisory Board Member.** Teaching for Learning (T4LC), 2019-2021.
- **Facilitator.** (2020, May 27). Session Title: *Emotions & Social Presence in Online Teaching*. Celebration of Teaching.

TO NATIONAL & INTERNATIONAL PROFESSIONAL ASSOCIATIONS

- **Chair of Communication/ Social Media.** Missouri Immunization Coalition (MIC), 2020-present.

- **Member.** Association for Education in Journalism and Mass Communication (AEJMC). 2013-present.
- **Member.** International Communication Association (ICA). 2019-present.
- **Member.** Center for Excellence in Health Communication to Underserved Populations (CEHCUP), 2013-present.

Invited Talks

- **Interviewee.** (2020, Mar. 23). *Teaching during COVID-19*. Radio for grownups w/ Joel Becker on KWLN FM 101.7 and AM 1320.
- **Guest Speaker.** (2018, Oct. 27). *Facing challenges and taking chances*. Spirit of Excellence All-star Cheerleading & Dance Academy, Columbia, Missouri.

EDITORIAL AND REFEREEING RESPONSIBILITIES

- **Reviewer.** *AEJMC Annual Conference*, Communicating Science, Health, Environment and Risk [ComSHER] Division; Minorities and Communication Division; Graduate Studies Interest Group, 2020.
- **Research Chair.** *AEJMC Mid-winter*, Minorities and Communication Division, 2019-2020.
- **Reviewer.** *Atlantic Journal of Communication*, 2020-present.
- **Reviewer.** *Kansas Journal of Medicine*, 2020-present.
- **Reviewer.** *Asian Journal of Communication*, 2019-present.
- **Reviewer.** *Journal of Media and Religion*, 2019-present.
- **Reviewer.** *Journal of Magazine Media*, 2013- present.
- **Respondent.** *AEJMC Annual Conference*, Minorities and Communication Division, 2019.
- **Reviewer.** *AEJMC Annual Conference*, Communicating Science, Health, Environment and Risk [ComSHER] Division; Minorities and Communication Division; Scholastic Journalism Division, 2019.
- **Moderator.** *AEJMC Mid-Winter Conference*, Minorities and Communication Division, 2019.
- **Respondent.** *AEJMC Annual Conference* (Entertainment Studies Interest Group), 2018.
- **Session Chair.** *MAPACA 28th Annual Conference* (Journalism and News Media), 2017.

PROFESSIONAL DEVELOPMENT

- **External Mentorship Program.** (2019-2020). Mentee of Susan Morgan, Ph.D. [University of Miami]. University of Missouri.
- **Online Teaching Foundations.** (2018). University of Missouri.
- **Faculty Institute for Inclusive Teaching (FIIT).** (2018-2019). University of Missouri.

AWARDS, HONORS, & HIGHLIGHTS

AWARDS

University of Missouri

- ★ (*nominated*) 2020 Chancellor's Award for Outstanding Research and Creative Activity

University of Kansas

- ★ 2017 Calder Pickett Award
- ★ 2017, 2016 Outstanding Graduate Student (teaching, research, service)
- ★ 2016 Graduate Summer Research Fellowship
- ★ 2016 Most Productive Researcher
- ★ 2016, 2015, 2014 Educational Opportunity Fund Scholarship

University of South Dakota

- ★ 2012 South Dakota Board of Regents Organizational Leadership Award

University of Maryland

- ★ 2008 Patricia Mielke Citizenship Award
- ★ 2007 Outstanding Academic Achievement Award