



## SCHOLARSHIP, RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

### HIGHLIGHTS

- Since 2009, the School's faculty members have written or co-authored 10 scholarly books, 198 refereed journal articles, 82 book chapters, 243 refereed conference papers, 34 encyclopedia entries, 62 non-refereed articles, 45 book reviews and 6 textbooks.
- To support conference, panel and other opportunities, the School allots pre-tenure faculty members \$2,000 a year for travel and tenured faculty members \$1,500 a year for travel.
- Faculty members are now working on research projects with grant funding of more than \$46 million. Especially in health communication, faculty members have received several large federal grants as co-investigators or principal investigators in cooperation with other campus units in the last few years.
- Joan Cates, a member of the Interdisciplinary Health Communication program is the lead principal investigator on a \$2.4 million NIH grant to encourage HPV vaccinations in preteens.

Above: Assistant Professor Daniel Kreiss, researcher on the impact of new technologies on politics and journalism and author of *Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama*.



## Introduction

The School has a rich tradition of academic research and creative activity. That tradition continues thanks to the School's faculty members, graduate students and support staff. Their work not only informs the academy but also serves the profession of journalism-mass communication.

A strong foundation of funding helps those efforts flourish. The School is fortunate to have 16 endowed professorships (two of which have just been added) that give faculty members not only salary supplements but also allow them to travel to meetings and to support research. Faculty members also bring in sizable grants from such organizations as the National Institutes of Health, Centers for Disease Control and Prevention, Knight Foundation and Doris Duke Charitable Trust.

Many graduate students conduct research through their Park Fellowships, which are discussed in Standard 7 of this self-study.

Faculty members have also been co-investigators on multi-million-dollar grants that support their research. For example, Professor **Seth Noar** is co-investigator and associate director of the communication core of a \$19.4-million grant from the National Cancer Institute for 2013-15 aimed at improved communication about the harmful effects of tobacco use. Associate Professor **Heidi Hennink-Kaminski** served as a co-investigator on a \$2.7-million grant from the Doris Duke Charitable Foundation to increase public awareness of shaken-baby syndrome. **Joan Cates**, senior lecturer in the Interdisciplinary Health Communication (IHC) program, is the lead investigator in a \$2.4-million, four-year NIH grant to study normalizing HPV vaccinations in pre-teens. She will lead the research and partner with the Schools of Medicine, Nursing and Public Health at UNC-CH and policy leaders at Duke University.

Here are some recent highlights in scholarship, research and creative, grouped by subject area:

**Political communication.** Assistant Professor **Daniel Kreiss** wrote *Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama*, which gets at cutting-edge use of social media in politics. The book

has attracted considerable attention in the popular press. **Dan Riffe**, Richard Cole Eminent professor, co-authored articles in *Atlantic Journal of Communication* and *Southern Communication Journal*, among others. He has been editor of *Journalism & Mass Communication Quarterly* for years and stepped aside from the editorship in summer 2014.

**Community journalism.** **Penelope Muse Abernathy**, Knight Chair in journalism and digital media economics, wrote the book *Saving Community Journalism*, examining how newspaper companies can adapt to the digital era. **Jock Lauterer**, director of the Carolina Community Journalism Project, wrote a new edition of his textbook, *Community Journalism: Relentlessly Local*, that was published in Mandarin in China.

**Health communication.** Assistant Professor **Nori Comello** conducts research about how young people use health messages in decision-making in risky behaviors. Her work has been published in *Journal of Health Psychology*, *Media Psychology* and numerous other journals. Professor **Seth Noar** examines health-behavior theories, message design and mass media campaigns. He has published in many top health and communication journals.

**Media law.** This has been a strong area in the School for years. Today's media law faculty includes **Cathy Packer**, W. Horace Carter Distinguished Professor and co-director of the UNC-CH Center for Media Law and Policy. She is also editor of the *North Carolina Media Law Handbook*. Two other faculty members – Assistant Professor **Tori Ekstrand** and Associate Professor **Michael Hoefges** – have published widely.

**Media history.** Associate Professor **Barbara Friedman** has published in *Journalism and Mass Communication History* and other journals and has served as editor of *American Journalism*. Professor **Chris Roush** wrote a biography of the famed Vermont Royster, who was editor of "The Wall Street Journal" and a Pulitzer Prize-winning columnist on the paper from 1958 to 1971.

**Digital media.** Assistant Professor **Steven King** is experimenting with cutting-edge technologies and user interfaces, including a Kinect-style device for news. Associate Professor **Terence Oliver** has created motion graphics for

websites of numerous clients, including Fidelity Investments and AT&T.

**Reporting and editing.** Associate Professor **Andy Bechtel** co-authored an online course on copy editing for print and digital media for the Poynter Institute's NewsU website; the course is part of a certificate program run by Poynter and the American Copy Editors Society. **Jan Yopp**, the Walter Spearman professor, co-wrote the textbook *Reaching Audiences: A Guide to Media Writing*, which is in its sixth edition. Associate Professor **Ryan Thornburg** joined as a co-author for the fifth edition. Thornburg is sole author of another text, *Producing Online News*.

**Documentary films.** Assistant Professor **Chad Stevens** created *Overburden*, a film about the coal industry in West Virginia. An excerpt was published on *National Geographic's* website; a rough-cut screening was held in mid-2014 with the premiere set for 2015. **Charlie Tuggle**, the Reese Felts distinguished professor, was executive producer of *Las Abuelas de Plaza de Mayo* and *the Search for Identity*, a film examining human-rights abuses in 1970s Argentina that has been screened more than 250 times in the United States and abroad.

## 1. Describe the institution's mission regarding scholarship by faculty and the unit's policies for achieving that mission.

Research productivity has been a foundation element of the School since Neil Luxon was named dean in 1953. In subsequent years, prolific and innovative researchers have elevated and maintained the School's scholarly profile, including such acclaimed scholars as **Margaret Blanchard, Jane Brown, Wayne Danielson, Max McCombs, Phil Meyer, Don Shaw and Bob Stevenson**.

The culture of and commitment to scholarly inquiry that those and other internationally recognized leaders in journalism and mass communication created continues to provide direction to the School's faculty members and graduate programs. In the period analyzed for this self-study (2009-14), faculty members in the School have written or co-authored more than 10 scholarly books, 199 refereed journal articles, 82 book chapters and 250 refereed conference papers. They have written 34 encyclopedia entries, 95 non-refereed articles, 46 book reviews and 6 textbooks. (This section of the self-study comprises the work of full-time faculty members, whether tenure-track or fixed-term, during the past six years. It does not include work by faculty members who retired prior to June 2014 or left the university

for other personal or professional reasons.)

The School maintains a strong presence with research paper presentations at annual conferences of AEJMC, ICA and other scholarly groups, and conference papers routinely include "top faculty" prize winners. Similarly, refereed journal articles have appeared in top-tier and professional association flagship journals such as *Health Communication, The Journal of Social Psychology, Mass Communication and Society, International Journal of Public Opinion Research, Journal of Communication, Communication Research, Media Psychology, International Journal of Public Health, Public Relations Review, International Journal of Strategic Communications* and *Journalism & Mass Communication Quarterly*. Among these are journals with some of the highest impact ratings in communication research.

In several ways, the School's research faculty is undergoing the transition and renewal that occurs with the retirement of senior scholars such as Meyer, Brown and Shaw. The School has successfully recruited new young scholars on the basis of strong research records or potential and has committed resources (in teaching-load assignments, research assistantships, seed grants, and travel and equipment support) to new hires and other junior faculty members.

Research expectations specified in the School's tenure and promotion policies are communicated orally and in writing to new and potential faculty members during recruitment, in annual meetings with the dean, through mentoring with senior colleagues, during the third-year comprehensive review, in the sixth-year tenure process, and during post-tenure reviews (every fifth year.) Research faculty members are typically given a two-course-per-semester teaching assignment and assigned research assistants as available. Virtually all research faculty members have a research assistant each. Faculty members on the professional track typically teach two courses in one semester and three the next and are expected to have continuous and focused creative and applied research activities.

In 2012-13, the dean established a faculty-administered research center seed-grant program designed to encourage faculty members to develop projects that could lead to larger, external awards. While the seed-grant program is not limited to junior faculty members, it was conceived as supporting the influx of new people as the School undergoes the transition and renewal noted above. Most of the recipients have been at the associate or assistant professor levels.

In fact, 43 percent of refereed journal articles and of refereed conference papers in the last five years were

authored or co-authored by faculty members at the associate and assistant professor levels. Of course, the fact that full professors, who constitute roughly 40 percent of the tenure-track faculty, wrote half the refereed articles and papers (as noted in the grid on page 5 of this Standard) speaks to their productivity.

Nonetheless, the productivity of the less-senior faculty has also influenced shifts in the substantive focus of School scholarship, primarily because of growth in health-communication research and complementary research programs on media effects and on environmental and health risk. At the same time, however, the School continues to be recognized for its education of media law scholars at the graduate level, and several faculty members do qualitative and quantitative (survey) research on political communication and public opinion.

The School's Interdisciplinary Health Communication (IHC) program currently provides a central conceptual focus for funded research on health campaigns, for media-effects studies and for surveys on environmental-risk perception among marginalized citizens of the state and far beyond. The IHC program reflects the strong sense of collaboration in the School – not only among several faculty members and a number of graduate students in that field – but also with faculty members in other UNC-CH disciplines (the IHC is a collaborative program with the School of Public Health.)

Besides health communication, other fields show collaboration in the School, which offers a dual-degree graduate program with the School of Law at UNC-CH. Many faculty members and graduate student researchers also work in collaboration with the university's Odum Institute for Research in Social Science.

While the high level of faculty research productivity helps elevate and maintain the School's profile, it also contributes fundamentally to the nature and effectiveness of graduate student education and preparation for graduate students' careers as teachers and scholars. For example, doctoral students in the School have won three successive Nafziger-White-Salwen Outstanding Dissertation Awards from AEJMC (faculty members in the School have advised a total of eight winners of this award) and two joint International Communication Association-National Communication Association Outstanding Health Communication Dissertation Awards.

In addition to producing publishable research in classes and seminars, graduate students are important partners in faculty research, co-authoring numerous publications with faculty members. The students enjoy many

opportunities to conduct independent research, with access to resources such as the School's research lab, the university's Odum Institute, the School's eye-tracking equipment, and School and external research funds. Graduate student researchers maintain a strong research presence, presenting papers—and often winning “top-student” honors—at annual conferences of AEJMC, ICA, AEJMC Southeast Regional and Midwest Association for Public Opinion Research (MAPOR.) As an example, at the past five AEJMC conferences, the School's doctoral students averaged 22 paper acceptances per year, with a peak of 34 papers in 2009 in Boston.

In May 2013, the School's research center initiated an annual, day-long Spring Research Colloquium to permit graduate students to share work among peers and faculty members. The colloquium features an internationally recognized keynote speaker, and graduate students present papers in sessions moderated by faculty members. Both the May 2013 and May 2014 spring colloquia showed a broad array of substantive, epistemological and methodological perspectives. Similarly, the School's endowed Junck Research Colloquia allow faculty and scholars from the School, the university and the field to present diverse scholarship on a regular basis, typically about 10 speakers per semester. (Ms. Junck received her master's degree from the School years ago and now is CEO of Lee Enterprises and chairman of the board of Associated Press.)

Meanwhile, graduate student scholars continue to publish articles in refereed journals such as *Communication Law and Policy*, *Journal of Mass Media Ethics*, *Journalism History*, *Mass Communication and Society*, *International Communication Research Journal*, *Journal of Media Law & Ethics*, *American Journalism*, *Journal of Adolescent Health*, *Newspaper Research Journal*, *Journal of Health Communication* and *Communication and Sports*.

The work of **professional-track faculty members**, while not scholarship in the traditional sense, contributes to knowledge within the teaching aspect of the academy, particularly in textbooks, applied research that benefits the media profession, and applied techniques that improve information delivery. The two Knight Chairs along with other professional-track faculty members have maintained the School's visibility through books, documentaries, websites, keynote presentations and speeches, blogs and visual tools that have attracted national attention and established those individuals as leaders in their respective fields. Work by faculty members in the professional tenure track is highly valued, and some of that work is noted in the introduction to this standard.

**2. Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years.**

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This section of the self-study comprises the work of full-time faculty members during the past six years. It does not include work by faculty members who have retired prior to June 2014 or left the university for personal or professional reasons or work by part-time fixed-term lecturers.

**3. Using the grid that follows, provide counts of the unit's productivity in scholarship for the past six years by activity, first for the unit as a whole and then for individuals broken down by academic rank. The grid should capture relevant activity by all full-time faculty members. Provide the total number of individuals in each rank in place of XX.**

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The grid is on the following page.

**Please note:** Table information is accurate as of June 2014, before faculty promotions took effect.

Scholarly Productivity for the Past Six Years (as of June, 2014.)

Scholarship, Research, Creative and Professional Activities	By Unit	By Individuals				Total (47)
		Full Profesors (16)	Associate Professors (17)	Assistant Professors (9)	Other Faculty (5)	
Awards and Honors	85	17	46	11	11	85
Grants Recieved Internal	43	21	14	8		43
Grants Recieved External	61	15	22	13	11	61
Scholarly Books, Sole- or Co-authored	10	8	1	1		10
Textbooks, Sole- or Co- authored	6	3	3			6
Books Edited						
Book Chapters	82	41	26	12	3	82
Monographs						
Articles in Refereed Journals	199	98	56	31	14	199
Refereed Conference Paper	250	130	75	33	12	250
Invited Academic Papers	56	13	10	33		56
Encyclopedia Entries	34	21	3	9	1	34
Book Reviews	46	4	22	18	2	46
Articles in Non-Refereed Publications	95	33	29	29	4	95
Juried Creative Works	19	9	6	4		19
Non-Juried Creative Works	100	23	29	44	4	100
Law Reviews	6	2		4		6
	<b>1092</b>	<b>438</b>	<b>342</b>	<b>250</b>	<b>62</b>	<b>1092</b>

#### 4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years.

The activities for each of the full-time faculty members, tenure-track or fixed-term, are included at the end of this Standard (Supplemental 5-A.) School faculty members are extremely productive, and activities range from articles in top-tier journals to websites to documentary films. The list at the end of this Standard does not include presentations to government agencies and professional organizations, such as the American Copy Editors Society or Society of American Business Editors and Writers, because such presentations, while important, constitute service. Most of the activities listed also reflect content in the grid in item 3 of this Standard.

#### 5. Provide relevant sections of faculty guides, manuals or other documents in which the unit specifies expectations for scholarship, research and creative and professional activity in criteria for hiring, promotion and tenure.

The School's Policies and Procedures Manual outlines the process for hiring a new faculty member. The manual will be available in the team's workroom. The outline does not include any language on determining the qualifications for a new position. That is determined by the faculty and is included in the job description for each specific faculty position. Once an area of faculty need is determined by the dean and the general faculty, the dean develops a job description with input from faculty members, especially the faculty member who will chair the search. Usually the chair comes from the specialization of the search. The proposed job description is circulated among the full-time faculty in advance of a faculty meeting called to discuss the search process. The job description is approved by a faculty vote. Criteria for the position – such as terminal degree expected, professional experience, topic-area knowledge, such as marketing or digital communications – are specified in the job description approved by the faculty.

The School has two tenure tracks: the **Research Tenure Track** and the **Professional Tenure Track**. The expectations for each track are an indication of the type of qualifications expected at hiring and beyond.

### The Research Tenure Track

Page 15 of the School's Policies and Procedures Manual defines the Research Tenure Track as the traditional academic track:

Faculty members with a Ph.D. are in this track by definition unless they have been hired specifically to be in the professional track; faculty without the Ph.D. may be in the research tenure track because of their superior research records. An individual may not move from one track to the other after the initial appointment.

For promotion and tenure, faculty members (in the Research Tenure Track) are expected to have established a national, and in some cases international, reputation as scholars; to be outstanding teachers; to have begun establishing a significant service record; and to have begun serving regularly as members, and possibly chairs, of master's and doctoral committees.

Pages 16 and 17 of the policies specify **expectations of scholarship** in the research tenure track:

In reappointment, promotion and tenure decisions, the following criteria regarding research and publication are applied:

- Faculty members in this track are expected to be productive scholars. Promotion to associate professor with tenure requires evidence that the individual has begun to build a nationwide reputation as a scholar in his or her field. Promotion to full professor requires evidence that the individual has established a national, and in some instances international, reputation in his or her field based on scholarly work.
- No set number of publications is required. Both quality and quantity are important. Collaborative and interdisciplinary work are valued. The reputation and quality of the journals in which refereed articles are published are considered. Reappointment, promotion and tenure require evidence of continuous scholarly productivity. Thus, a gap on a CV — a year or more during which little or no work is published or presented at academic conferences — requires explanation and justification (e.g., the faculty member was working on a book or had undertaken a major administrative or service responsibility.)
- The relative weight given to various types of publications is generally reflected in the order in which they are to be listed on the CV.
- Published research is more important than papers presented at scholarly meetings. While conference



presentations are valuable and serve to enhance a faculty member's national and international visibility, all faculty members should plan to convert their conference papers into publications as soon as possible after presentation.

- In the case of co-authored work, evaluators often have trouble sorting out the extent of the individual's contribution. For co-authored works, the faculty member must explain the relative roles of the authors, especially when multiple works have the same authors, and indicate the significance of author order.
- Faculty members are encouraged to seek external funding for their research. Such efforts should be noted on their CV and will be evaluated in promotion and re-appointment decisions.
- In appropriate circumstances, research published in a foreign language will be considered if qualified reviewers fluent in that language can be enlisted to evaluate the research. Foreign publications must be balanced by English-language publications.

The committee, tenured full and associate professors, and external reviewers will consider the candidate's total scholarly record with these questions as guidelines:

- Has the scholarly work been regular, continuous and focused, or sporadic and diffused?
- Has the work been perceived as significant in the field? (Evidence of significance might consist of, among other things, publication in top journals; citation by others; awards; invitations to publish in anthologies, collections and/or books; use by others in classes; appointment to editorial boards and editor positions.)
- Is the work, as a whole, theoretically based and appropriately grounded in existing literature? Is the methodology consistently sound? Are studies well executed? Are conclusions appropriate? Is the writing appropriate for the intended audience?
- Is the work innovative? Does it have the potential to significantly move the field in new directions? Does the work break new ground and advance concepts, ideas or approaches that transcend the ordinary?

## The Professional Tenure Track

On page 16, the policies define faculty members in the Professional Tenure Track:

Faculty members in this track must have significant professional experience and significant teaching experience

or the promise of excellence in teaching when appointed. Occasionally a faculty member holding a Ph.D. may have had primarily a professional, rather than an academic, career and may be hired into the professional track. A faculty member may not move from one track to the other after the initial appointment.

For promotion and tenure, faculty members are expected to have established a national, and in some cases international, reputation in their field of creative activity; to be outstanding teachers; to have a significant service record; and to have begun serving regularly as members, and possible chairs, of master's committees.

The **expectations for creative activity and applied research** for faculty in the professional tenure track are outlined on pages 17-19 in the guidelines:

In reappointment, promotion and tenure decisions, the following criteria regarding creative activity are applied:

- Faculty members in this track are expected to regularly engage in applied research or creative or engaged activity appropriate to their areas of expertise and interests. The nature of such work will vary widely depending on the faculty member's field of practice. For example, professional faculty members may publish their work in traditional scholarly journals, publications aimed at educators, trade publications and/or general circulation publications. They might write textbooks or books targeting particular professional audiences or the general public. They might conduct research that is presented to industry groups. Or they might write government or corporate policy documents or create projects with media organizations that help to advance the industry-academic dialogue. Likewise, audio, visual and multimedia works might be publicly presented and disseminated in whatever manner and to whatever audience is most appropriate for the work.
- Faculty members in this track should clearly explain in their CV's the impact of their creative activity or applied research as it applies to specific issues or problems, such as those within the media or communications industry. Such impact could be quantified, such as numbers of people affected or policies implemented and resulting effects.
- Promotion to associate professor with tenure requires evidence that the individual has begun to build a national reputation in his or her field. Promotion to full professor within the professional track requires a national, or in some cases an international, reputation within his or her field based on creative work.
- No set number of publications or projects is required. Both quantity and quality are important. Collaborative

and interdisciplinary work is valued. The reputation and quality of the venues in which the faculty member's work appears are considered. Quality of published material and creative works may also be evaluated by their ability to win national awards or be accepted by juries for major exhibits. In the case of new or emerging forms of publication or presentation, faculty members should provide the metrics by which the work can be evaluated. Faculty members must also clarify their individual contributions to work that is group- or student-produced.

- Reappointment, promotion and tenure require evidence of continuous creative or applied research productivity. Thus, gaps on a CV — a year or more during which little or no work is published or presented — require explanation and justification (e.g., the faculty member was working on a book or had undertaken a major administrative or service responsibility.)
- The relative weight given to various types of publications and creative works is generally reflected in the order in which they are to be listed on the CV. It is recognized, though, that the CV bibliography categories listed below may require some modification for professional-track faculty members, especially those whose work is not print-based.
- Published works are more important than oral presentations at scholarly, professional or educational meetings and workshops. Works reaching a national or international audience carry more weight than those for regional, state or local audiences. Local or regional material may, however, be upgraded to national stature by the winning of national awards or recognition.
- Consideration is given to whether a work is co-authored or co-created. Evaluators have trouble sorting out the extent of the individual's contribution in such cases, and single-authored works provide a clearer picture of the individual's creative contribution. In the case of co-authored works, the faculty member must explain the relative roles of the authors, especially when multiple works have the same authors, and indicate the significance of author order.
- Faculty members who supervise or coordinate student projects, whether part of course requirements, student group advising or a special program, must clearly explain their role in the final product if they want to list this work under creative activity. In most cases, this work would be listed under teaching or service. For example, faculty members should explain the role of producer, coach or editor in the appropriate teaching, service or creative activity statement.
- Faculty members are encouraged to seek external

funding for their research and/or creative work. Such efforts should be noted on their CV and will be evaluated in promotion and re-appointment decisions.

- In appropriate circumstances, works published in a foreign language will be considered if qualified reviewers fluent in that language can be enlisted to evaluate the work. Foreign works must be balanced by English-language works.

The School's Committee on Appointments, Promotion and Tenure, the tenured full professors and associate professors, and external reviewers will consider the candidate's total professional/creative record with these questions as guidelines:

- Has the work been regular, continuous and focused, or sporadic and diffused?
- Has the work been perceived as significant in the field? (Evidence of significance might consist of, among other things, publication in prestigious venues; awards; citation by others; invitations to participate in professional panels or programs and/or to publish in anthologies, collections and/or books; use by others in classes; appointment to editorial boards and editor positions.)
- Does the work, as a whole, demonstrate high standards, innovative approaches, professional excellence and/or creativity? Does the work break new ground and advance concepts, ideas or approaches that transcend the ordinary? Is the writing or other mode of expression appropriate for the intended audience?

## New Forms of Communication in Either Tenure Track

The School's guidelines recognize the changing nature of research and creative activity and delivery methods. On page 14, the policies note:

### **New forms of scholarship and creative activities.**

Faculty may have new forms of scholarship and creative work. That work can come in the form of databases, blogs, websites and other forms that do not resemble traditional journal articles or monographs. The School recognizes that digitally published work is not always peer-reviewed prior to publication and dissemination. Also, faculty often must devote considerable amounts of time to mastering new technologies and methods.

The faculty member him- or herself must accept some of the burden of (a) deciding which work should be evaluated in a tenure or promotion case (most likely in

consultation with mentors or the dean), and (b) providing a clear account in the research/creative statement of the goals and significance of such work in terms of audience and contribution to the faculty member's overall research/creative program.

For example, the faculty member should discuss:

- the communities included;
- the frequency and depth of collaboration;
- if the activity is ongoing, such as one that is open to constant revision—and even revision by multiple users;
- outcomes, impact, or presentation of results in multiple forms (audio, video, blogs); and
- the creation of enabling software or databases, web site templates, work processes, etc., that require skill and time but are more oriented to facilitating the work of others than producing finished conclusions of one's own.

## University Policies

The School's Policies and Procedures Manual also includes guidelines for hiring, reappointment and promotion of fixed-term faculty members in line with guidelines adopted in the university's College of Arts and Sciences. The manual is included in the appendices found in the team's workroom.

## 6. Describe the institution's policy regarding sabbaticals, leaves of absence with or without pay, etc.

UNC-CH, unlike similar institutions, does not have a system providing a faculty member with a sabbatical every seven years. The university, however, offers "leaves with pay" on an extremely competitive basis.

Faculty members who have been at the university for at least five years may apply for a leave of one semester. Decisions on applications for leaves are made in collaboration with deans and the university's provost-executive vice chancellor. School faculty members must compete against faculty members from across the campus for the average of 20 paid leaves the university grants each year. Receiving a university-paid leave is an honor.

In fall 2006, the School launched a competitive leave

program for full-time professors and associate professors, as well as assistant professors who had passed their third-year review. One leave was granted each semester. The last leave was granted in fall 2011 as a result of reduced available funding. The leave program began in conjunction with summer grants to aid faculty research and creative activity. The grant program dwindled to three in summer 2009 and one in summer 2010 before it ended because of a lack of funds. The increased number of outside research grants won by faculty members in the School has helped make up that deficit and has helped support research and creative activity greatly. More information about grants is in point 8 of this Standard.

## 7. List faculty who have taken sabbaticals in the past six years, with a brief description of the resulting activities.

Professor **Pat Davison** took a leave with pay in **spring 2010**, spending part of that time in Alaska on various photography and video projects. He produced a short documentary film called *Fishing Generations* that was published on the "Anchorage Daily News" website.

Associate Professor **Heidi Hennink-Kaminski** took a leave with pay in **fall 2010**. She completed two manuscripts for publication that were accepted by *Sexuality and Culture* and *Health, Culture and Society*. She also oversaw a telephone survey to replicate baseline data for a grant project funded by the national Centers for Disease Control and Prevention.

Professor **Jean Folkerts** took a leave with pay in **fall 2011** as she transitioned from serving as dean back to regular teaching. She used the time to refresh her classroom skills, prepare for courses and review the latest research in media history. Upon returning to the classroom, she led a graduate-level seminar, and several of her students had papers accepted at academic conferences.

Associate Professor **Sri Kalyanaraman** took a leave with pay in **fall 2011**. He gave invited talks to universities in India, Singapore and Hong Kong, and he conducted preliminary research on two projects. Kalyanaraman also took a leave with pay in **fall 2013**. He gave invited talks at universities in Germany and conducted research on a book project. (He resigned June 30, 2014, to go to the University of Florida in a higher position.)

Professor **Anne Johnston** took a leave with pay in **spring 2014**, granted through the university's competitive-leave program. She conducted research on media coverage

of sex-trafficking, writing two academic papers. One was accepted for presentation at the International Communication Association conference and has been submitted to the *Journal of Human Trafficking*; the other was presented at the AEJMC conference. Her research in this area is ongoing.

## 8. Describe the travel funding, grant support or other methods or programs the unit uses to encourage scholarship, research and creative and professional activity.

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The School has a full-time grants administrator (a staff member) who assists faculty members in writing grants to secure external funds for their research and creative activity. Having this person in the School has increased the number of external grants and helped gain larger grants. This activity is essential because with state budget cuts, the School has a much-reduced pool of funds to pay for travel for research, creative or professional activities. The grants administrator is Jennifer Gallina.

Faculty members also have benefitted from university-wide grants, particularly University Research Council grants and Junior Faculty Development Awards. Each of the School's junior faculty members in their pre-tenure time has secured one of the latter awards to aid their research or creative activity.

The School has used its funds to assist faculty members' research and creative activities. Those funds were larger before continued, statewide budget cuts in 2006-13. The current dean initiated an internal seed-grant program in fall 2012. Faculty members can propose a project that they will then use as a basis for seeking additional funding. These School grants are \$5,000 each.

For many years, the School supported scholars with funding to attend national and international conferences to present their work. Then came state budget cuts and reductions in income from the School's Foundation because of the nation's economic situation, so such funding decreased. The current dean initiated a policy to ensure that some travel funds are available for faculty members who have papers accepted or are moderating panels at conferences, for example. **Junior faculty members are allotted \$2,000 a year for travel, and other full-time, tenured faculty members are allotted \$1,500 a year for travel.** If a faculty member needs additional funding above that level, the dean decides on a

case-by-case basis. In a few instances, faculty members who hold endowed chairs and have a professorship stipend have contributed some funds for junior faculty members' travel.

For faculty members who are editors of academic journals, such as *American Journalism*, that are housed in the School, the dean provides support in the form of a course release and administrative support.

In 2013-14, the School instituted a series of periodic workshops after general faculty meetings for hands-on experience in learning about digital tools. (School faculty meetings, held several times a semester, are nearly always on a Friday, so these workshops are on Friday afternoons.) Faculty and staff requested regular professional development classes in the strategic plan named *A Path Forward*. This year School faculty and staff members taught workshops, which covered WordPress and blogging; Storify to create stories or timelines using social media; Sakai, the course-learning management system at UNC-CH; Twitter; Google Analytics; and Premiere Pro for video editing.

## 9. List faculty who have taken advantage of those programs during the past six years, with a brief description of the resulting activities.

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### University Research Council Grant Recipients

#### Assistant Professor Nori Comello

- \$4,864; principal investigator for work on "Developing Reaction-Time Measures of Behavioral Willingness to Engage in Risky Behaviors for Use in Health-Communication Research;" December 2010-12.

#### Professor Pat Davison

- \$3,000; to complete his "Canada's Main Street" documentary photo project; 2013.

#### Associate Professor Sri Kalyanaraman and Professor Chris Roush

- \$5,000; to conduct a study: "Enhancing Literacy in Business Journalism: The effects of numeracy and presentation formats;" 2013.

#### Professor Charlie Tuggle

- \$2,000; to complete his *Las Abeulas* documentary; 2010.

## Junior Faculty Development Award Recipients

### Assistant Professor Nori Comello

- \$7,500; for “Online Social Games for Health and Potential to Support Cancer Survivorship;” 2013.

### Assistant Professor Trevy McDonald

- \$7,500; for oral history interviews of black press journalists who covered the March on Washington for Jobs and Freedom; 2013.

### Associate Professor Terence Oliver

- \$7,500; to further his skills in digital innovation and motion graphics. He wrote two articles and presented an hour-long standing-room-only presentation on motion graphics to industry professionals and educators at the Society for News Design’s 2012 International Workshop, where 19 countries were represented; 2012.

### Assistant Professor Chad Stevens

- \$7,500; to continue work on a documentary on mountain-top removal in coal mining in the Appalachian region of the United States. The documentary was released in rough-cut in mid-July 2014 with a premiere set for 2015; 2012-13.

### Associate Professor Ryan Thornburg

- \$7,500; to develop online modules to accompany his textbook, *Producing Online News*; 2011.

## Other University Grant Recipients

### Assistant Professor Nori Comello

- \$12,545; development and assessment of visual elements of online health-assessment tools; Lineberger Cancer Center, UNC-CH; August 2013-present.

### Professor Pat Davison

- \$2,300; for planning a project with the University of Navarra, Pamplona, Spain; European Travel Assistance Grant, Center for Global Initiatives, UNC-CH; 2012.
- \$2,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Office of the Vice Provost; 2012.
- \$2,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Office of the Vice

Chancellor for Research and Economic Development; 2012.

- \$1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Renaissance Computing Institute; 2012.
- \$1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Center for Global Initiatives; 2012.
- \$1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Water Institute; 2012.
- \$1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Institute for the Environment; 2012.
- \$1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Center for Galapagos Studies; 2012.
- \$1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Global Research Institute; 2012.
- \$15,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Office of the Vice Chancellor for Research and Economic Development; 2009.

### Associate Professor Barbara Friedman

- \$5,000; Thorp Faculty Engaged Scholar program; Carolina Center for Public Service; 2014-16.

### Associate Professor Heidi Hennink-Kaminski

- \$500; Funding for research participant incentives for social marketing campaigns course; UNC-CH Ueltschi Service-Learning Course Support Grant; Spring 2014.
- \$500; Funding for research participant incentives for social marketing campaigns course; UNC-CH Ueltschi Service-Learning Course Support Grant; Spring 2013.
- \$700; Funding for research participant incentives for social marketing campaigns course; UNC-CH Ueltschi Service-Learning Course Support Grant; Spring 2011.
- \$2,000; Award to design a social marketing campaigns service-learning course; UNC-CH Ueltschi Service-Learning Course Development Grant; Fall 2009.

### Professor Anne Johnston

- \$5,000; Thorp Faculty Engaged Scholar program; Carolina Center for Public Service; 2014-16.

### **Professor Tom Linden**

- \$10,000; to complete a half-hour television program called “Environmental Heroes” to air on UNC-TV (North Carolina Public Television Support for Scholarship); Creative Activity or Research in the Humanities and Fine Arts award; May 2010.

### **Associate Professor Terence Oliver**

- \$3,500; To produce a motion graphic featuring one of the honorees in conjunction with the AT&T Heritage Calendar; Stone Center Faculty Grant in Art, Culture and Creativity; 2013.

### **Assistant Professor Chad Stevens**

- \$8,862; to continue work on a documentary on mountain-top removal in coal mining in the Appalachian region of the U.S. The rough-cut of the documentary was aired in mid-2014; UNC-CH Arts and Humanities award for Scholarship, Creative Activity or Research in the Humanities and Fine Arts; May 2010.
- \$5,000; with English Professor Jane Thrailkill. Documenting End-of-Life Experiences: A Multi-Media Approach. An interdisciplinary seminar that would prepare teams of students to create five-minute multi-media narratives about end-of-life care experiences; UNC-CH College of Arts and Sciences Interdisciplinary Initiatives; 2012-13.

### **Professor Lucila Vargas**

- \$1,200; Course-enhancement grant; APPLES, UNC Service-learning program; Fall 2010.
- \$1,000; Course-enhancement grant; APPLES, UNC Service-learning program; Fall 2009.

## **School Seed-Grant Recipients**

### **Associate Professor Lois Boynton**

- \$5,000; to pursue research about ethics in introductory public relations courses through content analysis and an online survey; Summer 2009.

### **Associate Professor Michael Hoefges**

- \$10,000; for commercial speech research for law review article, and related articles and book chapters; Summer 2009.

### **Professor Anne Johnston and Associate Professor Barbara Friedman**

- \$5,000; to develop online resources to aid news coverage of sex-trafficking; February 2014.

### **Associate Professor Sri Kalyanaraman**

- \$5,000; as the principal investigator for Virtual Frames, a research study to test the design and dissemination of persuasive health messages and the effect on individuals’ perceptions of health benefits or losses; 2013.

### **Assistant Professor Daniel Kreiss**

- \$5,000; to begin initial research on a book titled *Networked Ward Politics: Campaigning, Parties, and Databases in the Information Age*; Fall 2012.

### **Assistant Professor Trevy McDonald**

- \$5,000; for Phase 2 of a project to document the work of black press journalists who covered the March on Washington for Jobs and Freedom. A 60-minute documentary will incorporate the oral history interviews with photos and film footage from that historic day; 2013.

### **Professor Seth Noar**

- \$5,000; to conduct a meta-analysis of the graphic cigarette warning label experimental literature; 2013.

### **Associate Professor Ryan Thornburg**

- \$5,000; for a project to create and make publicly available a set of state and local public datasets from multiple jurisdictions; 2013.

### **Professor Charlie Tuggle**

- \$3,000; to complete his documentary *Las Abeulas*. The documentary has aired in numerous locales, including the Carter Center in 2014; 2010.

## **Other Important Grants Recipients**

### **Knight Professor Penny Muse Abernathy**

- \$75,000; Community Newspaper Project; McCormick Foundation; 2011.
- \$10,000; Community Newspaper Project; Hussman Foundation; 2012.

- \$275,000; shared with Associate Professor **Ryan Thornburg**; Knight Foundation; Knight News Challenge Grant; 2011-13.

#### **Assistant Professor Queenie Byars**

- \$2,500; for Heelprint Communications, a student-run agency, to conduct peer-to-peer marketing; U.S. State Department; March 2013.
- \$25,000; to continue funding of the Chuck Stone Program for Diversity in Education and Media, a six-day summer writing workshop for students of diversity who wish to study and pursue careers in journalism and mass communication; gift by anonymous School alumnus; June 2012.
- \$10,000; to fund a follow-on, career-mentoring program for Chuck Stone Program participants to assist them with the transition from high school to college and establishing programs to help them network with industry mentors; Gannett Foundation; April 2012.
- \$10,000; to fund computers, flat-screen displays and equipment purchases for Heelprint Communications; private gift; May 2011.

#### **Associate Professor Francesca Dillman Carpentier**

- \$121,000; Eunice Kennedy Shriver National Institute of Child Health and Human Development, with Principal Investigator Rukmalie Jayakody (Penn State University); 2010-15.

#### **Lecturer John Clark**

- \$35,000; with lecturer **Sara Peach**; John S. and James L. Knight Foundation; Knight Prototype Fund Grant; April 2014.
- \$50,000; for Reese News Laboratory; Carnegie Corporation of New York; 100kin10 Grant; 2012-13.

#### **Associate Professor Paul Cuadros**

- \$75,000; for Scholars' Latino Initiative (SLI), UNC-CH, investigate how SLI can scale up from UNC-CH and form its own independent organization; Oak Foundation, Geneva, Switzerland; Planning Grant; June 2012.
- \$50,000; grant helps fund the college education of Latino high school students through the Scholars' Latino Initiative, UNC-CH; Oak Foundation, Geneva, Switzerland; Scholarship Grant; January 2012.

- \$30,000; for the Scholars' Latino Initiative, a college-mentoring and preparatory program aimed at helping Latino high school students achieve their dream of higher education. SLI mentors 130 students at seven high schools and three other universities; Z. Smith Reynolds Foundation; Capacity Grant; 2011-12. \$50,000; grant helps fund the college education of Latino high school students; Oak Foundation, Geneva, Switzerland; Scholarship Grant; January 2011.

#### **Professor Pat Davison**

- Fulbright grant to Japan for 2014-15 to produce a documentary video on Japan's aging society; Fulbright Scholar Award for Journalism in Japan; Council for International Exchange of Scholars; 2014.

#### **Professor Jean Folkerts**

- \$55,240; to co-produce a report about graduate education in journalism; Columbia University and Carnegie Corporation; 2010-11.

#### **Associate Professor Barbara Friedman**

- \$41,785; co-principal investigator (with Professor **Anne Johnston**) for Specialized Reporting Institute on news reporting of sex-trafficking; Robert R. McCormick Foundation-Poynter Institute grant; January 2013.
- \$1,250; Joseph McKerns Research Grant Award; American Journalism Historians Association; 2009.
- \$1,000; for Faculty Development; Baskett-Mosse Award; AEJMC; 2009.

#### **Professor of the Practice Ferrel Guillory**

- \$10,000; in support of the NewsLunch series and other initiatives of the UNC program on Public Life; Strategic Initiatives Grant from UNC System President Tom Ross; FY 2013-14.

#### **Associate Professor Heidi Hennink-Kaminski**

- \$2,276,988; co-investigator for Our Year of Healthy Living: A social marketing intervention for child care and home; National Heart, Lung and Blood Institute; 2013-18.
- \$7,651,702; co-investigator for UNC Clinical and Translational Science Award; NIH's National Center for Advancing Translational Services (NCATS); 2013-18.
- \$100,000; co-investigator for BCBS Healthy School Meal Pilot – Social Marketing and Evaluation Plan; Blue Cross Blue Shield Foundation of North Carolina; 2012-14.

- \$171,422; co-investigator for UNC Clinical and Translational Science Award; NIH's National Center for Advancing Translational Services (NCATS); 2008-13.
- \$2.1 million; co-investigator for "The Period of Purple Crying: Keeping Babies Safe in North Carolina"; Doris Duke Charitable Foundation; 2007-12.
- \$2.6 million; co-investigator for "The Period of Purple Crying: Keeping Babies Safe in North Carolina;" Centers for Disease Control and Prevention; 2007-12.

#### **Associate Professor Sri Kalyanaraman**

- \$700,000; co-investigator, Increasing Attention to Smoking Risk Messages Among College Students; National Institutes of Health; 2007-10.

#### **Assistant Professor Steven King**

- \$35,000; for FilmSync app; Knight Foundation Prototype Grant; 2014.

#### **Senior Lecturer Jock Lauterer**

- \$27,500; to fund a staff position (teen-mentoring coordinator) for the Northeast Central Durham Community "VOICE" newspaper for three years; Z. Smith Reynolds grant; 2011-14.
- \$15,000; to help support the "VOICE" newspaper; Capitol Broadcasting Company; seed grant; 2011-13.
- \$2,000; to help support the "VOICE" newspaper; N. C. Mutual Life Insurance Company; seed grant; 2011.
- \$25,000; to help launch the "VOICE" newspaper; Z. Smith Reynolds Foundation; seed grant; 2009-11.

#### **Professor Seth Noar**

- \$2 million; co-principal investigator to systematically review the cigarette graphic warning label literature and to conduct a randomized trial testing the efficacy of cigarette warning labels in changing smoking behavior; National Cancer Institute; 2013-15.
- \$19.4 million; co-investigator and associate director, communication core to work with the Center for Regulatory Research on Tobacco Communications (CRRTC) in conducting three integrated projects over five years to advance an understanding of effective communication about the harm of cigarettes and other tobacco products across the lifespan and among diverse populations; National Cancer Institute; 2013-18.
- \$1,499,596; co-investigator to work with Comprehensive Cancer Control Collaborative of North Carolina (4CNC), a collaborating center of the national Cancer Prevention

and Control Research Network, to focus on building community-academic partnerships to support cancer prevention and control; Centers for Disease Control and Prevention (CDC); 2009-14.

- \$1,641,043; health communication specialist for the Social and Behavioral Sciences Core in the Center for AIDS Research (CFAR) assists HIV/AIDS investigators with measurement and interventions and accessing vulnerable populations; National Institutes of Health (NIH); 2011-16.
- \$99,522; co-investigator to evaluate the ability of a social ecological intervention that includes social marketing to increase fruit and vegetable consumption among elementary school students in North Carolina; Blue Cross Blue Shield Foundation of North Carolina; 2012-14.
- \$618,411; principal investigator to develop and pilot test a computer-based tailored safer-sex intervention for heterosexually active, African-American STI clinic patients; National Institute of Mental Health (NIMH); 2008-12.
- \$34,462; principal investigator to identify reliable and valid measures for testing behavioral theory in four domains: diet, physical activity, smoking cessation and colorectal cancer screening; National Cancer Institute (NCI); 2011-12.

#### **Professor Cathy Packer**

- \$5,000; to create an online course; UNC General Administration for E-Learning-Online Program Development grant; 2009.

#### **Professor Chris Roush**

- \$5,000; to create an online database reporting course for Latino journalists who are working in the United States and covering Latino communities; International Center for Journalists; August 2013.
- \$120,000; to launch Talking Biz 2, a website devoted to analyzing the relationship between business journalists and companies. The funding provided for two years of financial support for the site; Award from two private donors; site launched Sept. 1, 2012.
- \$2,800; conducted two-week business journalism module at Universidad de los Andes, Santiago, Chile; Fulbright Senior Specialists Program, U.S. Department of State; May-June 2012.
- \$4,000; to run a business journalism workshop in New York City for college business journalism students across the country; Bloomberg LP; Oct. 21-23, 2010.



- \$4,500; to run a business journalism workshop in New York City for college business journalism students across the country; Society of American Business Editors and Writers; Oct. 21-23, 2010.
- \$25,000; to run a business journalism workshop in New York City for college business journalism students across the country; Progress Energy; Oct. 22-24, 2009.

#### **Associate Professor Laura Ruel**

- \$429,750; over three years to support participation in the national News21 and Carnegie-Knight Initiative on the Future of Journalism Education, a national initiative to advance the U.S. news business by helping revitalize schools of journalism; John S. and James L. Knight Foundation; 2009-12.
- \$20 million; eye-tracking research investigator in project on how to optimally communicate FDA authority over tobacco products; U.S. Food and Drug Administration (FDA) and the National Institutes of Health (NIH) via UNC Center for Regulatory Research on Tobacco Communication (CRRTC); 2013.

#### **Professor JoAnn Sciarrino**

- \$50,000; UNC Digital Lab Grant, AT&T; February 2013.

#### **Associate Professor Janas Sinclair**

- \$44,400; investigator from one of four collaborating institutions: University of Pennsylvania, University of Rochester, University of Cincinnati and UNC-Chapel Hill; National Institute of Environmental Health Sciences; 2013-14.
- \$2,950; co-principal investigator; Page Legacy Scholars, Arthur W. Page Center; 2009-10.

#### **Assistant Professor Chad A. Stevens**

- \$35,000; shared with Assistant Professor **Steven King** to produce Film Sync, a synchronized second screen app to be used during the documentary or news video viewing experience; Knight Foundation's Knight Prototype Fund; 2014.
- Documentary film *Overburden*, formerly *A Thousand Little Cuts*, accepted for fiscal sponsorship by the Southern Documentary Fund; this competitive award allows the documentary project to receive tax-deductible donations via the Southern Documentary Fund's 501(c)(3) status; 2014.

#### **Associate Professor Ryan Thornburg**

- \$78,968; one of five recipients of this invitation-only

grant to support research on use of digital public data in newsrooms; Google Computational Journalism Research Program; February 2014.

- \$275,000; for developing a sustainable editorial and business model for the OpenBlock Web application at rural newspapers; Knight News Challenge grant; 2011-13.



**Supplemental Material:  
Standard 5**

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## Supplemental 5-A: Scholarly, Professional and Creative Works by Individual Faculty Members (Both Tenure-Track and Fixed-Term.)

This list provides the information requested in point 4 of this Standard. Because of its length, the information is given here separately.

Full-time and fixed-term faculty members are evaluated only on teaching and service, based on university criteria for reappointment and promotion, though some do publish.

A few faculty members had few or no publications during this self-study period because of their heavy administrative duties in addition to teaching and service, such as current Dean Susan King, former Dean Jean Folkerts and Dr. Dulcie Straughan, who was senior associate dean for years and then interim dean after that. Only faculty members who had publications are listed here. No publications in press or out for review are included, although there are many of them.

Faculty members use different styles for listing their publications and other works. In this compilation, we follow their preferences. Consequently, the names of publications and some other style specifics vary from one faculty member to another in the following list.

### Penny Muse Abernathy Knight Chair in Journalism and Digital Media Economics

#### Books

Penelope Muse Abernathy, *Saving Community Journalism: The Path to Profitability*. UNC Press, publication date, April 14, 2014. Accompanying website, [businessofnews.unc.edu](http://businessofnews.unc.edu), includes interactive examples, video instruction, blog. Launch: April 20, 2014. Accompanying multimedia case study, titled "The Whiteville Experience," available at the Case Consortium at Columbia University. Launch: August 6, 2014.

Penelope Muse Abernathy, *Business Models for Community News in a Digital Age*. Commissioned by the McCormick Foundation for use in press workshops around the country, including New York, West Virginia, Illinois and North Carolina. March 2010. Second edition: April 2012.

#### Book Chapters

Penelope Muse Abernathy, *The Economic Impact of Advertising: Advertising Makes Products More Expensive*. Pardun, Carol (Ed.) *Advertising and Society: Controversies and Consequences*, 2nd edition. John Wiley & Sons. 2013.

#### Refereed Journal Articles

"The News Landscape in 2014: Transformed or Diminished? (Formulating a Game Plan for Survival in the Digital Era)," Penelope Muse Abernathy and Richard Foster. *Geopolitics, History, and International Relations* Vol. 2 (Issue 2), pp 9-30, 2010.

#### Refereed Research Papers

Penelope Muse Abernathy, "Re-Inventing Community Journalism: New Business Strategies for the Digital Age." Reuters Institute for the Study of Journalism. *Local journalism around the world: professional practices, economic foundations and political implications*, University of Oxford, February 27-28, 2014.

## Nonjuried Creative Work

Savingcommunityjournalism.com (also businessofnews.unc.edu): An instructional website (using a WordPress template) that is designed for use by both professionals (publishers, editors and advertising directors of community newspapers) and professors of community journalism and media management. The site can be used either in conjunction with the book, *Saving Community Journalism: The Path to Profitability*, or as a stand-alone course.

The Whiteville Experience: Implementing a New Strategy: (To be published August 2014). This multi-media case study, hosted on the Columbia University site, caseconsortium@Columbia, will be featured on the home page and will be free for all journalism and business professors who use the site.

The Information News of Communities: A major research report on the shift in ownership of newspapers over the last decade (as private equity and investment firms have swooped up outlets previously owned by families or by traditional news companies such as the New York Times or Media General). To be presented in fall 2014 at the Pew Research Center in Washington and in conjunction with a major Pew study on the evolving information ecosystems of three different communities in the U.S. (ranging in size from 50,000 to 600,000).

The Business of News: A regular blog dealing with issues related to the news business, focusing specifically on newspapers of all types (including ethnic weeklies and alternative weeklies), as well as start-up digital news sites focusing on community issues.

@businessofnews: Twitter postings focusing on the news business. Followers include several deans (or former deans), presidents of major news organizations (such as the World Association of Newspapers), and journalists who cover the news business.

Businessofnews.unc.edu/sites//: A precursor to the current site, savingcommunityjournalism.com. This site was designed by UNC Creative Services and was used as an online instructional site that supported and supplemented various day-long workshops with publishers and editors of community newspapers in North Carolina, West Virginia, Illinois, New York and Kentucky. It consisted of five lessons that walked publishers through the strategy process.

## Dr. Deb Aikat Associate Professor

### Book chapters

Aikat, Debashis 'Deb.' (2014). "When freedom tweets: social media invigorate India's Psyche of Free Speech" In C. Litang & M. H. Prosser (Eds.) *Social Media in Asia* (pp. 433-497). Lake Oswego, OR: World Dignity University Press: <http://www.dignitypress.org/wdu-press-books/socmedasia>

Aikat, Debashis 'Deb' (2013) Big data dilemmas: The theory and practice of ethical big data mining for socio-economic development. In H. Rahman & I. Ramos (Eds.), *Ethical data mining applications for socio-economic development* (pp. 106-130). Hershey, PA: IGI Global. DOI:10.4018/978-1-4666-4078-8.ch006 web: <http://www.igi-global.com/chapter/big-data-dilemmas/76259>

Aikat, Debashis 'Deb' & Remund, David (2012) "Of Time Magazine, 24/7 media, and data deluge: The evolution of information overload theories and concepts." In J. B. Strother, J. M. Ulijn and Z. Fazal (Eds.), *Information Overload: An international challenge to professional engineers and technical communicators* (pp. 15-38). IEEE Professional Communication Society, Hoboken, NJ: John Wiley & Sons and IEEE Press. DOI:10.1002/9781118360491.ch2

Remund, David & Aikat, Debashis 'Deb' (2012) "Drowning in data: A review of information overload within organizations and the viability of strategic communication principles." In J. B. Strother, J. M. Ulijn and Z. Fazal (Eds.), *Information Overload: An international challenge to professional engineers and technical communicators* (pp. 231-246). IEEE Professional Communication Society, Hoboken, NJ: John Wiley & Sons and IEEE Press. DOI:10.1002/9781118360491.ch11

## Encyclopedia entries

Aikat, Debashis 'Deb.' (2009) "India" Encyclopedia of Journalism, Volume 2, eds. Christopher H. Sterling, and Charles Whitney, Sage Publications, Thousand Oaks, CA, pages (2009) pages 749-755. Also available online at SAGE Reference Online [http://www.sage-ereference.com/journalism/Article\\_n195.html](http://www.sage-ereference.com/journalism/Article_n195.html)

## Refereed journal articles

Aikat, Debashis "Deb." (2013) Content cornucopia: The genesis and growth of information overload theories, in special issue on "Culture, technology and globalization in the information age" of *Electronic Journal of Communication/La Revue Electronique de Communication*, volume 23 number 4 <Available from <http://www.cios.org/www/ejcmmain.htm>>

Moro, Nikhil and Aikat, Debashis "Deb." (2013) "Liberty v. libel: Disparity and reconciliation in freedom of expression theory" *First Amendment Studies*, 47 (1), pages 58-83. [doi:10.1080/08997225.2012.732763] Online version available at <http://www.tandfonline.com/doi/pdf/10.1080/08997225.2012.732763>

Moro, Nikhil and Aikat, Debashis "Deb." (2010) "Chindia's Newspaper Boom: Identifying Sustainable Business Models" *Global Media and Communication*, volume 6 number 3, p. 357-367. [doi:10.1177/1742766510384976] Online version available at <http://gmc.sagepub.com/content/6/3/357>].

## Refereed conference research papers

Aikat, Debashis 'Deb.' "Freedom from Corruption, Cronyism and Meritocracy: Social Media Transform Free Speech and Journalism in India" refereed research paper presented at the International Conference on "Crony Journalism: Redefining Journalistic Practices" at the Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan, India, January 18-19, 2014.

Mazumdar, Abhijit, & Aikat, Debashis 'Deb.' "Media Cronies for Sale: Paid News in India Has Disrupted Press Freedom and Violated Ethical Conduct" refereed research paper presented at the International Conference on "Crony Journalism: Redefining Journalistic Practices" at the Centre for Journalism & Mass Communication, Visva-Bharati University, Santiniketan, India, January 18-19, 2014.

Aikat, Debashis 'Deb.' "The pursuit of privacy and common good: The theory and practice of ethical big data mining for socio-economic development" refereed research paper presented to Media Ethics Division of the 96th annual conference of the AEJMC in Washington, D.C., Aug. 8-11, 2013.

Moro, Nikhil, & Aikat, Debashis 'Deb.' "Digital Rights Management and Corporate Hegemony: A Legal Analysis." refereed research paper presented to the Law Section of the International Association for Media and Communication Research (IAMCR), Durban, South Africa, July 15-20, 2012.

Moro, Nikhil, & Aikat, Debashis 'Deb.' "Protecting Citizen Journalists with Actual Malice" refereed research paper presented to Law and Policy Division of the 95th annual conference of the AEJMC in Chicago, Aug. 10-13, 2012.

Naser, Md. Abu, & Aikat, Debashis 'Deb.' "Media of the People, by the People, for the People: Redefining Public Service Broadcasting in Emerging Democracies," refereed research paper presented to the Mass Communication and Society Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.

Naser, Md. Abu, & Aikat, Debashis 'Deb.' "A Watchdog of Democracy: State of Media Ethics in Bangladesh" refereed research paper presented to the Media Ethics Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.

Moro, Nikhil, & Aikat, Debashis 'Deb.' "The Newspaper Boom in India and China: Exploring Media Models in the World's Largest Newspaper Markets" refereed research paper presented to Media Management and Economics Division of the 94th annual conference of the AEJMC in St. Louis, Missouri, Aug. 10-13, 2011.

Aikat, Subhashis, Lewak, Susan E., & Aikat, Debashis 'Deb.' "The Cultural Impact of Wikipedia: How Wiki-Based

Collaboration Is Redefining Bollywood and Regional Indian Cinema,” refereed research paper presented to the 61st annual conference “Communication @ the Center” of the International Communication Association, Boston, May 22-26, 2011.

Aikat, Debashis ‘Deb.’ “India’s Media Revolution: Meaning and Materiality of Politics, Culture and Technology in the World’s Largest Democracy,” refereed research paper presented to the 60th annual conference “Matters of Communication: Political, Cultural & Technological Challenges” of the International Communication Association, Singapore, June 22-25, 2010.

Aikat, Debashis ‘Deb.’ “Of Wikis, Blogs and Social Networks: The Role of Online Communities in Disseminating News, Entertainment and Information,” refereed research paper presented to the Information Systems Division of the 59th annual conference of the International Communication Association, Chicago, May 21-25, 2009.

## **Dr. Spencer Barnes, Ed.D.**

### **Assistant Professor**

#### **Book Reviews**

Barnes, S., & Ruel, R. (2012). A review of Alberto Cairo’s “The Functional Art: An Introduction to Information Graphics and Visualization”. *Visual Communication Quarterly*, 19(4), 257-259.

#### **Policy papers/presentations**

McIntyre, K., Barnes, S., & Ruel, L. (2014). The effects of online news package structure on attitude, attention, and comprehension. Submitted to the 2014 AEJMC Conference.

## **Andy Bechtel**

### **Associate Professor**

#### **Book chapters**

“Copyright,” *North Carolina Media Law Handbook*: Raleigh, NC: North Carolina Press Foundation, pp. 164-171, 2012.

#### **Refereed journal articles**

“Spot the Spam: How To Use Unwanted E-mail To Show How Grammar And Punctuation Affect Credibility,” *The Community College Journalist*, Summer 2009 Special Issue, p. 7, August 2009.

#### **Referred conference papers**

“Spot the Spam: How To Use Unwanted E-mail To Show How Grammar And Punctuation Affect Credibility,” presented at the Great Ideas For Teachers (GIFT) program at the national conference of the Association for Education in Journalism and Mass Communication, Boston, Mass., August 2009.

#### **Reviews**

Review of “Overcoming Bias: A Journalist’s Guide to Culture and Context” and “Ethics for Public Communication,” *Journalism & Mass Communication Educator*, pp. 69-71, Spring 2013.

Review of “The Subversive Copy Editor,” *The (Raleigh) News & Observer*, July 2009.

#### **Articles in professional publications**

“Research Shows Editing Counts,” *ACES*, the newsletter of the American Copy Editors Society, p. 5, April-May 2011.

“A Real Count Could Turn Editors on to Twitter,” ACES, p. 10, September-October 2009.

### **Non-juried Creative Work**

“The Fundamentals of Editing,” an online course for NewsU, the e-learning site of The Poynter Institute, September 2013. <https://www.newsu.org/courses/fundamentals-editing>

“The Editor’s Desk,” a blog about writing and editing that averages about 1,000 visits per week. Linked to from about 30 other sites and blogs; cited by noted websites Romensko and Regret the Error. June 2006-present. <http://editdesk.wordpress.com>

## **Dr. Lois Boynton** **Associate Professor**

### **Book chapters**

Boynton, L. A. (2013). Objectivity – Ideal or Unreal? In *Media Studies: Point/Counterpoint*. Eds. J. D. Greer and W. D. Sloan (pp. 159-174).

Boynton, L. A. and Rhew, A. (2013). Friend of the Victim: The Case of the Murdered Student. *Media Ethics in Action: True Stories from New Professionals*. Eds: L. A. Peck and G. S. Reel. (pp. 215-224). Thousand Oaks, Calif.: CQ Press.

Boynton, L. A., and Knott, D. M. (final edits; publication expected late 2013 or early 2014). Teaching the fundamentals of public relations: Ideas for the introductory course. In B. Neff and T. L. Johnson (Eds.), *Learning to teach: What you need to know to develop a successful career as a public relations educator* (4th ed.). Public Relations Society of America Educators Academy and College of Fellows and the Educational Affairs Committee.

### **Refereed journal articles**

Mishra, K., Boynton, L. A., and Mishra, A. (2014). Driving employee engagement: The expanded role of international communication. *International Journal of Business Communication*, 51(2), 183-202. Available online at <http://job.sagepub.com/content/51/2/183>.

Ha, J. H., and Boynton, L. A. (2014). Has crisis communication been studied using an interdisciplinary approach? A 20-year content analysis of communication journals. *International Journal of Strategic Communication* 8(1), 29-44.

### **Refereed conference research papers**

Ha, J-H., & Boynton, L. (2012, November). The status of crisis communication research in communication journals: A twenty-year content analysis with an interdisciplinary approach. Paper presented at the 98th Annual Convention of the National Communication Association, Orlando.

Mishra, K. A., & Boynton, L. A. (2009, March). Talk-the-talk: Using internal communication to build trust with employees. International Public Relations Research Conference, Miami.

### **Book reviews**

Boynton, L. A. (2013 Summer). The AMA handbook of public relations: Leveraging PR in the digital world, by Robert L. Dilenschneider. (book review). *Journalism and Mass Communication Quarterly* 90(2), 392-393.

Boynton, L. A. (2011). The opinions of mankind: Racial issues, press, and propaganda in the Cold War, by Richard Lentz and Karla K. Gower (book review). *Journalism History*.

Boynton, L. A. (2009, Autumn). The handbook of mass media ethics, edited by Lee Wilkins and Clifford D. Christians (book review). *Journalism and Mass Communication Quarterly* 86(3): 708-709.



## Napoleon Byars

### Associate Professor (retired in June 2014)

#### Book chapters

Napoleon Byars. "Government Websites," for *The Practice of Government Public Relations* edited by Mordecai Lee, Grant Neeley and Kendra B. Stewart (2012). ASPA Series in Public Administration and Public Policy. CRC Press: Taylor & Francis Group, pp. 51-74.

Napoleon Byars. "Deepwater Horizon: Offshore Drilling Oil Spill Creates Anxiety Among Key Energy Stakeholders and a Gusher of Conflicting Emergency Public Relations," case study in book chapter on "Emergency Public Relations" for *Public Relations Cases, Ninth Edition*, edited by Jerry A. Hendrix and Darrell C. Hayes. Thomson Wadsworth Press, (2013), pp. 355-363.

#### Reviews

Napoleon Byars. Review of *Public Opinion and the Catholic Church*, by Norberto González Gaitano. *Journalism & Mass Communication Quarterly*, Vol. 89, No. 1, Winter 2011, pp. 158-160.

Napoleon Byars. Review of *Pop Culture Goes to War: Enlisting and Resisting Militarism in the War on Terror*, by Geoff Martin and Erin Steuter. *Journalism & Mass Communication Quarterly*, Vol. 88, No. 2. Summer 2011, pp. 460-462.

Napoleon Byars. Review of *The Art of Access: Strategies for Acquiring Public Records*, by David Cuillier and Charles N. Davis. *Journalism & Mass Communication Quarterly*, Vol. 87, No. 3. Winter 2010, pp. 651-653.

Napoleon Byars. Review of *The Prospect of Internet Democracy*, by Michael Margolis and Gerson Moreno-Riaño. *Journalism & Mass Communication Quarterly*, Vol. 87, No. 2. Summer 2010, pp. 442-444.

Napoleon Byars. Review of *Digital Governance: //Networked Societies — Creating Authority Community and Identity in a Globalized World*, by Hans Krause Hansen and Jens Hoff. *Journalism & Mass Communication Quarterly*, Vol. 86, No. 4. Winter 2009, pp. 934-936.

Napoleon Byars. Review of *Conquest in Cyberspace: National Security and Information Warfare*, by Martin C. Libicki. *Journalism & Mass Communication Quarterly*, Vol. 86, No. 1. Spring 2009, pp. 212-213.

Napoleon Byars. Review of *Packaging Terrorism: Co-opting the news for politics and profit*, by Susan D. Moeller. *Journalism & Mass Communication Quarterly*, Vol. 86, No. 2. Summer 2009, pp. 467-469.

#### Non-juried creative work

Napoleon Byars. Editorial on higher GPA requirement was flawed,' Letters column in *The Daily Tar Heel*," Sept. 26, 2011. [www.dailytarheel.com/index.php/article/2011/09/editorial\\_on\\_higher\\_gpa\\_requirement\\_was\\_flawed](http://www.dailytarheel.com/index.php/article/2011/09/editorial_on_higher_gpa_requirement_was_flawed).

#### Other

Napoleon Byars. University of North Carolina National Security Fellowship Program Introduction. Nov. 10, 2010.

Napoleon Byars. "Super Power Without a Mojo: President Obama's First National Security Policy" editorial published in *Verbatim.org JOMC Weblogs*. October 6,

Napoleon Byars. "Prep School Negro of the Week," Web autobiography published in conjunction with release of "Prep School Negro" documentary film by André Robert Lee. July 25, 2010.

Napoleon Byars. "A Return to Freedom of Information: Excellent," guest column published in *Verbatim.org JOMC Weblogs*. March 16, 2009.

## Queenie Byars

### Assistant Professor (retired in June 2014)

#### Book chapters

Queenie Byars. "Faculty Diversity Must Be the Culture of the Campus," coauthored by Joe Bob Hester for *Diversity That Works*, edited by Ralph Izard. (Manship School of Mass Communication, Louisiana State University, 2009), 53-61.

#### Encyclopedia entries

Queenie Byars. "Alexis Herman," Vol. 3 of *Great Lives from History: African Americans*, edited by Carl L. Bankston, III, (Pasadena: Salem Press, 2011), 763-764. Queenie Byars. "Patricia Roberts Harris," Vol. 3 of *Great Lives from History: African*

*Americans*, edited by Carl L. Bankston, III, (Pasadena: Salem Press, 2011), 737-738. Queenie Byars. "Marian Wright Edelman," Vol. 2 of *Great Lives from History: African Americans*, edited by Carl L. Bankston, III, (Pasadena: Salem Press, 2011), 540-541.

#### Reviews

Queenie Byars. Review of *Race Appeal: How Candidates Invoke Race in U.S. Political Campaigns* by Carlton D. McIlwain and Stephen M. Caliendo. *Journalism & Mass Communication Quarterly*, Vol. 90, No. 1 (2013): 187-189.

Queenie Byars. Review of *Communicator-In-Chief: How Barack Obama Used New Media Technology to Win the White House* by John Allen Hendricks and Robert E. Denton Jr. *Journalism & Mass Communication Quarterly*, Vol. 89, No. 4. (2012): 739-740.

Queenie Byars. Review of *Understanding Ethnic Media: Producers, Consumers, and Societies* by Matthew D. Matsaganis, Vikki S. Katz and Sandra J. Ball-Rokeach. *Journalism & Mass Communication Quarterly*, Vol. 89, No. 2. (2012): 357-358.

Queenie Byars. Review of *Humanitarian Crises and Intervention: Reassessing the Impact of Mass Media* by Walter C. Soderlund, E. Donald Briggs, Kai Hildebrandt and Abdel Salam Sidahme. *Journalism & Mass Communication Quarterly*, Vol. 87, No. 3 & 4 (2010): 664-665.

Queenie Byars. Review of *Divas on Screen: Black Women in American Film* by Mia Mask. *Journalism & Mass Communication Quarterly*, Vol. 87, No. 2. (2010): 421-422.

Queenie Byars. Review of *Dispatches from the Color Line: The Press and Multiracial America* by Catherine R. Squires. *Journalism & Mass Communication Quarterly*, Vol. 86, No. 4. (2009): 936-937.

Queenie Byars. Review of *Black and Mainstream Press's Framing of Racial Profiling: A Historical Perspective* by Mia Nodeen Moody. *Journalism & Mass Communication Quarterly*, Vol. 86, No. 4. (2009): 206-208.

Queenie Byars. Review of *On Their Own: Women Journalists and the American Experience in Vietnam* by Joyce Hoffmann. *Journalism & Mass Communication Quarterly*, Vol. 86, No.3. (2009): 717-718.

#### Articles in professional publications

Queenie Byars. "Diversity Deficit in Broadcasting," *The Triangle Tribune*, July 15, 2012, 4A.

Queenie Byars. "Opportunity to Lead: The Time to Embrace Entrepreneurship is Now," *AEJMC Scholastic Source Newsletter*, My Turn column, July 2012, 3.

Queenie Byars. "Chuck Stone's Legacy of Diversity," *The Huffington Post*, Power & Politics: Black Voices column. [http://www.huffingtonpost.com/queenie-byars/chuck-stone\\_b\\_1607125.html](http://www.huffingtonpost.com/queenie-byars/chuck-stone_b_1607125.html), June 18, 2012.

Queenie Byars. "A salute to women pioneers," *The Triangle Tribune*, March 11, 2012, 4A. Queenie Byars. "What Dancing with the Stars can teach us about diversity," *PRSA Diversity*

Queenie Byars. "Newsroom diversity is imperative: Educators have role in recruiting journalists of color," AEJMC Scholastic Source Newsletter, My Turn column, October 2011, 3-4.

### **Non-juried creative work**

Queenie Byars. "Supreme Court revisits the legality of diversity in college admissions," for Diversityspeak: A J-School conversation about diversity, [www.diversityspeak.org](http://www.diversityspeak.org). January 5, 2013.

Blog. <http://diversity.prsa.org/>, March 1, 2012.

Queenie Byars. "We must help all our students achieve success," for DiversitySpeak: A J- School conversation about diversity, [www.diversityspeak.org](http://www.diversityspeak.org). February 8, 2012.

Queenie Byars. Director of UNC Verbatim: Our world. Their words, <http://uncverbatim.weebly.com/> a student online blog record of public comments made by individuals or official statements issued on behalf of organizations that highlights to students the dynamic nature of communication and encourages public discussion.

Consulting professor and course developer for the Saylor Foundation. Create comprehensive course blueprint, including learning objectives for online crisis communication course as part of the open course movement funded by Microstrategy founder and CEO Michael Saylor, a pioneer in massive open online course (MOOC) global initiative. Washington, D.C. February 2013- present.

Queenie Byars. "Admiral Mullen walked the walk and made diversity a priority." PRSA Diversity Blog. <http://diversity.prsa.org/>, August 8, 2011.

## **Dr. Nori Comello** **Assistant Professor**

### **Book chapters**

Comello, M. L. G. (2013). Conceptualizing the intervening roles of identity in communication effects: The prism model. In D. Lasorsa & A. Rodriguez (Eds.), *Identity and communication: New agendas in communication* (pp. 168-188). New York: Routledge.

### **Refereed journal articles**

Slater, M. D., Johnson, B. K., Cohen, J., Comello, M. L. G., & Ewoldsen, D. (accepted). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. *Journal of Communication*.

Comello, M. L. G. (in press). How does a risk-oriented "future self" influence behavior? A structural-equation-modeling approach with marijuana-related outcomes. *Journal of Health Psychology*. <http://dx.doi.org/10.1177/1359105313498107>

Comello, M. L. G. (2013). Activated self-concept as a mechanism underlying prevention message effects. *Media Psychology*, 16(2), 177-198.

Comello, M. L. G. (2013). Comparing effects of "My Anti-Drug" and "Above the Influence" on campaign evaluations and marijuana-related perceptions. *Health Marketing Quarterly*, 30(1), 35-46. <http://dx.doi.org/10.1080/07359683.2013.758014>

Comello, M. L. G., & Kelly, K. J. (2012). Picturing biculturalism of Mexican-American youth: Implications for prevention message design. *Hispanic Health Care International*, 10(3), 118-126. <http://dx.doi.org/10.1891/1540-4153.10.3.118>

Henry, K. L., Shtivelband, A., Comello, M. L. G., & Slater, M. D. (2011). The belief that alcohol use is inconsistent with personal autonomy: A promotive factor for younger adolescents. *Journal of Alcohol and Drug Education*, 55(2), 37-54.

Comello, M. L. G. (2011). Characterizing drug non-users as distinctive in prevention messages: Implications of Optimal Distinctiveness Theory. *Health Communication*, 26, 313–322. <http://dx.doi.org/10.1080/10410236.2010.550022>

Comello, M. L. G., & Slater, M. D. (2011a). The effects of drug-prevention messages on the accessibility of identity-related constructs. *Journal of Health Communication*, 16(5), 458 – 469. <http://dx.doi.org/10.1080/10810730.2010.546485>

Comello, M. L. G., & Slater, M. D. (2011b). Effects of adverts from a drug and alcohol prevention campaign on willingness to engage in alcohol-related risky behaviors. *Journal of Health Psychology*, 16(8), 1268-1276. <http://dx.doi.org/10.1177/1359105311406153>

Slater, M. D., Kelly, K. J., Lawrence, F., Stanley, L., & Comello, M. L. G. (2011). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: “Be Under Your Own Influence” and ONDCP’s “Above the Influence.” *Prevention Science*, 12(1), 12-22. <http://dx.doi.org/10.1007/s11121-010-0194-1>

Comello, M. L. G., Kelly, K. J., Swaim, R. C., & Henry, K. L. (2011). Smoking correlates among Hispanic and non-Hispanic White adolescents in the U.S. southwest (Research Note). *Substance Use and Misuse*, 46(6), 843-848.

Comello, M. L. G., & Slater, M. D. (2010). Examining marijuana user and non-user prototypes in formative research for prevention campaigns. *Journal of Drug Education*, 40(4), 315 - 330. <http://baywood.metapress.com/openurl.asp?genre=article&id=doi:10.2190/DE.40.4.a>

Kelly, K. J., Comello, M. L. G., Stanley, L. R., & Gonzalez, G. R. (2010). The power of theme and language in multi-cultural communities: Which tobacco prevention messages are most persuasive to Mexican-American youth? *Journal of Advertising Research*, 50(3), 265-278.

Manning, K., Kelly, K. J., & Comello, M. L. G. (2009). Flavoured cigarettes, sensation seeking, and adolescents’ perceptions of cigarette brands. *Tobacco Control*, 18, 459-465.

Comello, M. L. G. (2009). William James on “possible selves”: Implications for studying identity in communication contexts. *Communication Theory*, 19(3), 337-350. <http://onlinelibrary.wiley.com/doi/10.1111/j.1468-2885.2009.01346.x/full>

Slater, M. D., Lawrence, F., & Comello, M. L. G. (2009). Media influence on alcohol control policy support in the U.S. adult population: The intervening role of risk judgments and issue concern. *Journal of Health Communication*, 14(3), 262 – 275.

### **Refereed conference research papers**

Comello, M. L. G., & Barnard, L. (2014, May). Can identity serve simultaneously as a moderator and mediator of communication effects? Evidence for the prism model. Paper to be presented at ICA Conference, Information Systems Division, Seattle.

Comello, M. L. G., Francis, D., Marshall, L., McClintock, C., & Rogers, R. (2014, April). Game-play experiences of cancer survivors and implications for health. Poster presented at the Kentucky Conference on Health Communication, Lexington.

Comello, M. L. G., Myrick, J. G., & Raphiou, A. (2013, June). The “foot-in-the-door” compliance-gaining effect and psychological moderators. Presented at ICA Conference, Information Systems Division, London.

Comello, M. L. G. (2012, August). Conceptualizing the intervening roles of identity in communication effects: The prism model. Presented at AEJMC Convention, Communication Theory & Methodology Division, Chicago. Winner of inaugural top theory paper award.

Comello, M. L. G. (2012, May). Comparing effects of “My Anti-Drug” and “Above the Influence” on campaign evaluations and marijuana-related perceptions. Presented at ICA Conference, Health Communication Division, Phoenix.

Comello, M. L. G., and Myrick, J. G. (2012, April). Testing the self-perception explanation for the “foot-in-the-door” compliance-gaining strategy: Implications for cancer awareness and health communication. Presented at Kentucky Conference on Health Communication, Lexington, Ky.

Comello, M. L. G. (2011, May). Activated self-concept as a mechanism underlying prevention message effects. Presented at ICA Conference, Health Communication Division, Boston.

Chung, A., Slater, M. D., & Comello, M. L. G. (2011, May). Reducing outgroup perceptions through emotionally-arousing musical performance entertainment programming. Presented at ICA Conference, Mass Communication Division, Boston.

Slater, M. D., Kelly, K. J., Lawrence, F., Stanley, L., & Comello, M. L. G. (2011, May). Assessing media campaigns linking marijuana non-use with autonomy and aspirations: “Be Under Your Own Influence” and ONDCP’s “Above the Influence.” Presented at ICA Conference, Health Communication Division, Boston.

Slater, M. D., Cohen, J., & Comello, M. L. G. (2010, November). Temporarily expanding the boundaries of the self: Motivations for entering the story world and implications for narrative effects. Presented at National Communication Association (NCA) Conference, Mass Communication Division, San Francisco.

Comello, M. L. G., & Slater, M. D. (2009, November). Effects of a substance-abuse prevention campaign on the accessibility of alcohol-related constructs. Poster presented at NCA Conference, Health Communication Division, Chicago.

Comello, M. L. G. (2009, August). Framing groups as distinctive: Implications of Optimal Distinctiveness Theory for persuasive communication. Presented at AEJMC Convention, Communication Theory & Methodology Division, Boston. Top Three Student Paper.

Comello, M. L. G., & Slater, M. D. (2009, May). The effects of drug-prevention messages on the accessibility of identity-related constructs. Presented at ICA Conference, Health Communication Division, Chicago.

Comello, M. L. G. (2009, May). William James on “possible selves”: Implications for studying identity in communication contexts. Poster presented at ICA Conference, Philosophy of Communication Division, Chicago.

## **Paul Cuadros** **Associate Professor**

### **Book chapters**

27 Views of Chapel Hill, “Los Cocineros of Franklin Street,” Paul Cuadros, Eno Publishers. August 2011.

### **Refereed journal articles**

Southeastern Geographer, Journal of the Southeastern Division, Special Issue: Carolina del Norte: Geographies of Latinization of in the South, “We Play Too, Latina Integration Through Soccer in the ‘New South,’” Paul Cuadros, Vol. 1, No. 2, Summer 2011.

### **Articles in professional publications**

“A Welcoming Sign to Immigrants in the South,” The Huffington Post, Latino Voices, Paul Cuadros, Dec. 20, 2011.

“Female ‘Lucha Libre’ Wrestlers Fight for a Dream in North Carolina,” The Huffington Post, Latino Voices, Paul Cuadros, Feb. 17, 2012.

“Heaven in a Bowl,” column, The Chapel Hill News, May 22, 2011. The Chapel Hill News has a daily circulation of 30,000.

“Clinic Breaks Barriers,” column, The Chapel Hill News, February 16, 2011. The Chapel Hill News has a daily circulation of 30,000.

“Dream Busters,” column, The Chapel Hill News, December 26, 2010.

“Dream Deferred,” column, The Chapel Hill News, October 17, 2010.

“Summer of Hate,” column, The Chapel Hill News, September 12, 2010.

“Hunger for Freedom,” column, The Chapel Hill News, July 28, 2010.

“A Home for Latinos,” column, The Chapel Hill News, June 9, 2010.

“Latinas Take the Field,” column, The Chapel Hill News, February 14, 2010.

“They Came to be Heard,” column, The Chapel Hill News, December 27, 2009.

“Nation’s Promise at Stake,” column, The Chapel Hill News, October 4, 2009.

“Schools Tackling Safety,” column, The Chapel Hill News, August 26, 2009.

“A Path to Discussion,” column, The Chapel Hill News, July 19, 2009.

“America’s Tug of War,” column, The Chapel Hill News, April 19, 2009.

“Profiling just got easier,” column, The News & Observer, February 15, 2009.

“Dis is da yr!” column, The Chapel Hill News, January 7, 2009.

### **Nonjuried creative work**

“Los Jets,” documentary film and television series, NUVO-TV, produced by Nuyorican Productions, Inc., Producer Jennifer Lopez, Director Mark Landsman; participant, consultant, researcher, based on the book, *A Home on the Field*, Paul Cuadros, HarperCollins, 2007. Premiere July 2014.

“A Home on the Field,” World Vision Report, August 29, 2009.

“The Paul Cuadros Photographic Collection 1993-2001,” The North Carolina Collection Photographic Archives at the Louis Round Wilson Special Collections Library donated in 2010. Archived, collected, prepared and wrote captions and notes on each individual photograph for archival purposes for the Wilson Special Collections Library on Latinos in the American South. “The Paul Cuadros Photographic Collection” was donated to the library in 2010 and is available for scholars, researchers, and others to use free of charge as it relates to their study and research on the “Great Latino Migration of the 21<sup>st</sup> Century.” The archive is active, and future contributions are open from Paul Cuadros.

## **David Cupp** **Senior Lecturer**

### **Book chapters**

“Vocal Delivery for the New Media” in Fifth Edition of the *Broadcast Voice Handbook* by Ann Utterback, 2010.

Preface outlining the History of Broadcasting. Fourth Edition of the *Broadcast News Handbook: Writing, Reporting and Producing in a Converging Media World* by C. A. Tuggle, Suzanne Huffman, and Forrest Carr. 2010

### **Reviews**

Manuscript reviews and critiques for authors of articles submitted for publication in the AEJMC journal *Electronic News*:

“What ‘They’ Want From ‘Us’: Industry Expectations of Journalism Graduates.” 2009

“Do Racial Descriptors Confuse Viewers? The Utility of Suspect Race in Identification in Crime Stoppers and Similar Broadcast Descriptions.” 2009

## Patrick Davison Professor

### **Juried creative works**

Executive Producer, Producer, and Story Editor. Living Galapagos 2013. Galapagos Islands, Ecuador, 2013. Incorporates content from 2009 and 2012 projects and web sites.

Executive Producer, Producer, and Story Editor, Living Galapagos 2012. Galapagos Islands, Ecuador, 2012, in collaboration with the UNC Center for Galapagos Studies and the Galapagos Academic Institute of the Arts and Sciences. Completely rebuilt project including a database of content including 2009 and 2012 projects.

Executive Producer, Producer, and Story Editor, Reframing Mexico, Mexico City 2011, in collaboration with Tec de Monterrey. 2011

Executive Producer, Producer, and Story Editor, Now What, Argentina? Buenos Aires, 2010, in collaboration with Universidad Catolica de Argentina, 19 mixed media videos, motion graphics, infographics, panoramic photos, time lapse features, multiple sidebar features.

Galapagos Islands, Ecuador, 2009, Original Galapagos project in collaboration with UNC Center for Galapagos Studies and the Galapagos Academic Institute of the Arts and Sciences.

Executive Producer, Producer, and Story Editor, Carolina Photojournalism Workshops.

Heart of the High Country. Banner Elk, NC, 2013, 16 short documentary videos.

Port City Stories, Wilmington, NC, 2012, 19 short documentary videos.

Finding the Uwharries, Badin, NC, 2011, 27 short documentary videos.

Little Switzerland Stories, Little Switzerland, NC, 2010, 17 mixed media videos.

Being Asheville, Asheville, NC, 2009, 18 mixed media videos.

### **Nonjuried creative work**

Executive Producer, Producer, and Story Editor. Multimedia storytelling projects from documentary photojournalism students.

Faultlines: Race, Class and Education in Durham, North Carolina

<http://faultlinesnc.com/> 2014, 5 videos, 1 data interactive, 1 long-form text narrative, multiple infographics.

What Matters to Us. <http://whatmatters2.us/> 2013, 18 videos, 3 photo stories.

Hardship and Hope, Economic Hardship on Tobacco Road.

<http://www.carolinaphotojournalism.org/economy> 2009, 21 mixed media videos.

Executive Producer, Producer and Story Editor. Stalking a Killer. Produced for Family Health Ministries, 2012. Short documentary film.

Durham Performing Arts Center, four-camera time lapse.

Commissioned by Aurora/Novus Select for Apple Computer, 2011.

Fishing Generations. Anchorage Daily News online, 2011. Short documentary film.

Galapagos Water Quality. Commissioned for the Center for Galapagos Studies, UNC, 2010. Published in the Seamonster blog, 2010. Short documentary film.

Galapagos Intertidal Zone. Commissioned for the Center for Galapagos Studies, UNC, 2010. Published in the Seamonster science blog, 2010. Short documentary film.

### **Photo Essays, Contributions to Books, Magazines, Newspapers and Web**

Canada's Main Street. 2005-2013, 30 photos, ongoing photo essay.

Second Wounds: Victims' Rights and the Media in the U.S., Duke University Press, 2011. Columbine shootings, 1 photo, pages 221-22.

Bellarmine Hits the Bigs, Louisville Courier Journal, 2011. Five photographs in newspaper, 20 online.

Duda/Paine Architects, 2013. Multiple photographs for website. Replaced photos shot in 2010.

CIRI Corporation, 2010. Commissioned to photograph a tour and a resort property for this native Alaskan corporation. Images used online and for corporate communications.

Proxibid, 2010, Still photographer and second video camera for a corporate promotional video.

Saveur magazine, 2010. Biscuitville restaurant, 1 photo.

Conceive magazine, 2010, Portrait of Jennifer Hartzog, 1 photo.

## **Dr. Francesca Dillman Carpentier** **Associate Professor**

### **Book chapters**

Roskos-Ewoldsen, D. R., Roskos-Ewoldsen, B., & Dillman Carpentier, F. R. (2009). Media priming: An updated synthesis. In J. B. Bryant & M. B. Oliver (Eds.), *Media effects: Advances in theory and research*, 3rd ed. (pp. 74-93). New York, NY: Routledge.

### **Encyclopedia entries**

Dillman Carpentier, F. R. (2010). Priming. Entry in Communication bibliography module in Oxford Bibliographies Online. USA: Oxford University Press.

### **Refereed journal articles**

Dillman Carpentier, F. R. (2014). When sex is on the air: Impression formation after exposure to sexual music. *Sexuality & Culture*. (online first)

Dillman Carpentier, F. (2014). Agenda setting and priming effects based on information presentation: Revisiting accessibility as a mechanism explaining agenda-setting and priming. *Mass Communication and Society*. (online first)

Dillman Carpentier, F., Northup, C. T., & Parrott, M. S. (2014). Revisiting media priming effects of sexual depictions:



Replication, extension, and consideration of sexual depiction strength. *Media Psychology*, 17, 34-54.

Northup, T., & Dillman Carpentier, F. (2013). Exploring priming effectiveness within news stories according to media modality and valence. *The Electronic Journal of Communication*, 23(3). Retrieved from <http://www.cios.org/www/ejc/v23n34toc.htm#northupfr>.

Weberling, B., Riffe, D., & Dillman Carpentier, F. (2012). Perceived hostile media bias, presumed media influence, and opinions about immigration. *Southern Communication Journal*, 77, 420-437.

Primack, B. A., Roberts, T., Fine, M. J., Dillman Carpentier, F. R., Rice, K. R., & Barnato, A. E. (2012). ER vs. ED: A comparison of televised and real-life emergency medicine. *Journal of Emergency Medicine*, 43, 1160-66.

Gonzales, N. A., Dumka, L. F., Millsap, R. E., Gottschall, M. A., McClain, D. B., Wong, J. J., Germán, M., Mauricio, A. M., Wheeler, L., Carpentier, F. D., & Kim, S. Y. (2012). Randomized trial of a broad preventive intervention for Mexican American adolescents. *Journal of Consulting and Clinical Psychology*, 80, 1-16.

Primack, B. A., Silk, J. S., DeLozier, C. R., Shadel, W. G., Dillman Carpentier, F. R., Dahl, R. E., & Switzer, G. E. (2011). Using ecological momentary assessment to determine media use of depressed and non-depressed individuals. *Archives of Pediatric and Adolescent Medicine*, 165(4), 1-6.

Cates, J. R., Shafer, A., Dillman Carpentier, F., Reiter, P. L., Brewer, N. T., McRee, A-L., & Smith, J. S. (2010). How parents hear about Human Pappilomavirus Vaccine: Implications for uptake. *Journal of Adolescent Health*, 47(3), 305-08.

Dillman Carpentier, F. R. (2010). Innovating radio news: Effects of background music complexity on processing and enjoyment. *Journal of Radio and Audio Media*, 17(1), 63-81.

Cato, M., & Dillman Carpentier, F. R. (2010). Conceptualizations of female empowerment and enjoyment of sexualized characters in reality television. *Mass Communication and Society*, 13(3), 1-19.

Dillman Carpentier, F. R. (2009). Effects of priming social goals on personal interest in television news. *Journal of Broadcasting & Electronic Media*, 53(2), 300-16.

### **Refereed conference research papers**

Wojdyski, B. W., & Dillman Carpentier, F. R. (2014, May). Manipulating and measuring involvement in mass communication research, 1990-2009. Presented at the annual meeting of the International Communication Association, Seattle.

Parrott, S., Northup, T., & Dillman Carpentier, F. R. (2013, June). The influence of virtual perspective taking on attitudes toward Mexican immigrants in the United States. Presented at the annual meeting of the International Communication Association, London.

Rogers, R., Barnard, L. M., & Dillman Carpentier, F. R. (2013, June). Effects of agency in new media storytelling on attitudes and behavior intention. Presented at the annual meeting of the International Communication Association, London.

Dillman Carpentier, F., Parrott, S., & Northup, T. (2012, August). The role of content enjoyment in effects of sexual and romantic media primes. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago.

Parrott, S. & Dillman Carpentier, F. (2012, August). Media stereotypes and the stigmatization of mental illness: The role of adjoining and adjacent primes. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago.

Dillman Carpentier, F., & Parrott, S. (2012, May). Effects of music beds in radio news on recall of surrounding promotional content. Presented at the annual meeting of the International Communication Association, Phoenix.

Dillman Carpentier, F., Northup, T., & Parrott, S. (2012, May). Evaluation context, enjoyment, and acceptance in media

priming effects. Presented at the annual meeting of the International Communication Association, Phoenix.

Dillman Carpentier, F. R. (2011, May). Reconsidering accessibility as the mechanism for priming and agenda setting: Using the moderating effects of presentation context to understand the role of accessibility. Presented at the annual meeting of the International Communication Association, Boston.

Northup, C. T., & Dillman Carpentier, F. (2010, August). Michael Jordan, Michael Vick, or just some guy named Michael: Exploring priming effectiveness based on valence, mode, and familiarity. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver.

Weberling, B., Riffe, D., & Dillman Carpentier, F. (2010, August). Perceived hostile media bias, presumed media influence, and opinions about immigrants and immigration. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Denver.

Primack, B. A., Silk, J. S., DeLozier, C. R., Shadel, W. G., Carpentier, F. R. D., Dahl, R. E., & Switzer, G. E. (2010, April). Investigating associations between media use and depression using ecological momentary assessment. Presented at the annual meeting of the Society for Behavioral Medicine, Washington.

Primack, B. A., Roberts, T., Fine, M. J., Carpentier, F. R. D., Rice, K. R., & Barnato, A. E. (2010, April). ER vs. ED: A comparison of televised and real-life emergency medicine. Presented at the annual meeting of the Society for Behavioral Medicine, Washington.

Northup, C. T., & Dillman Carpentier, F. (2009, August). Exploring priming effectiveness according to media modality and valence. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.

Kowalewski, J., Stewart, D., & Dillman Carpentier, F. (2009, August). Truthiness of fake news: Individuals' viewing characteristics of The Daily Show and The Colbert Report. Presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.

Dillman Carpentier, F. R. (2009, May). Same prime, different result: How the evaluation object might determine the entertainment media effect. Presented at the annual meeting of the International Communication Association, Chicago.

Dillman Carpentier, F. R., Gonzales, N., & Dumka, L. (2009, May). Adolescent media preferences: A 'window' to their development? Presented at the annual meeting of the International Communication Association, Chicago.

Holman, L., & Dillman Carpentier, F. R. (2009, May). Priming prejudice: Can exemplification and voiceover gender in news story slideshows influence activation of stereotypes of mental illness? Presented at the annual meeting of the International Communication Association, Chicago.

Meyer, P., Dillman Carpentier, F. R., & Northup, C. T. (2009, May). Harvesting market position or planting for the future?: The influence of workforce investment on newspaper readership. Presented at the annual meeting of the International Communication Association, Chicago.

## **Reviews**

Dillman Carpentier, F. R. (2013). Media influence on youth: Scientific evidence, policy considerations, and the history of media self-regulation. Invited commentary in *Journal of Applied Research on Children: Informing Policy for Children at Risk*, 4, Article 12.

## **Dr. Victoria Smith Ekstrand**

### **Assistant Professor**

#### **Book chapters**

Ekstrand, V.S. (2012) *The law and you: A legal handbook for Ohio consumers and journalists*, 14th ed. Retrieved from <https://www.ohioabar.org/ForPublic/PressRoom/Pages/StaticPage-276.aspx>

#### **Encyclopedia entries**

Ekstrand, V.S. (2009). The Associated Press. In *Encyclopedia of Journalism*. Thousand Oaks: Sage.

Ekstrand, V.S. (2009). United Press International. In *Encyclopedia of Journalism*. Thousand Oaks: Sage.

Ekstrand, V.S. (2009). Ownership of images. In *Encyclopedia of Journalism*. Thousand Oaks: Sage.

#### **Law review articles**

Ekstrand, V.S., Famiglietti, A. & Nicole, C. (2013). The intensification of copyright: Critical legal activism in the age of digital copyright. *The Intellectual Property Law Review* 53, 291-322.

Ekstrand, V.S. (2013). The many masks of anon: Anonymity as cultural practice and reflections in case law. *Journal of Technology Law & Policy* 18, 1-36.

Ekstrand, V.S., Famiglietti, A. & Berg, S.V.L. (2013). Birthing CLA: Critical legal activism, the IP wars and forking the law. *Cardozo Arts & Entertainment Law Journal* 31, 663-681.

Ekstrand, V.S. (2012). Exploring the forest of hot news. *Media Law Resource Center Bulletin*, Issue 2, Sept. 2012. Retrieved from <http://www.medialaw.org/publications/mlrc-bulletin>.

#### **Refereed journal articles**

Ekstrand, V. S., and Imfeld, C. (2011). Masked identities: anonymous speech during the constitutional debate. *American Journalism* 28, 35-60.

#### **Invited articles**

Ekstrand, V. S. (2013). The presentist media landscape and the practice of doing history. *American Journalism* 30, 441-449.

#### **Refereed research papers**

Ekstrand, V.S. & Silver, D. (2013, November) Remixing, reposting, and reblogging: Copyright law, visual works, and social media. Panel conducted at the National Communication Association Annual Conference, Washington, D.C.

Ekstrand, V.S., Nicole, C. & Famiglietti, A. (2011, March). The copyright wars, the free culture movement and second wave critical legal studies." Paper presented at AEJMC National Conference, St. Louis, Missouri.

Ekstrand, V.S. (2010, August) Revealing John Doe: The origins and culture of anonymous speech in U.S. law. Paper presented at AEJMC National Conference, Denver, Colorado.

Ekstrand, V.S. (2009, June). Don't steal my headline, don't steal my facts: The hot news doctrine heats up the debate about news in the public domain. Paper presented at Conference on Intellectual Property, Iona College, Iona, N.Y.

#### **Articles in professional publications**

Ekstrand, V.S. (Dec. 5, 2011) Is the Occupy protest tent this era's burning flag? *Citizen Media Law Project Blog*. Retrieved from <http://www.citmedialaw.org/blog/2011/occupy-protest-tent-eras-burning-flag>

Ekstrand, V.S. (Oct. 24, 2011) Can AP apply a 99-cent-song business model to the news? Citizen Media Law Project Blog. Retrieved from <http://www.citmedialaw.org/blog/2011/can-ap-apply-99-cent-song-business-model-news>

## **Dr. Jean Folkerts**

### **Alumni Distinguished Professor and Former Dean (retired in June 2014)**

#### **Books**

Jean Folkerts, John Maxwell Hamilton and Nicholas Lemann, *Educating Journalists: A New Plea for the University Tradition*, (New York, NY: Columbia Journalism School, 2013).

## **Dr. Barbara G. Friedman**

### **Associate Professor**

#### **Book chapters**

Barbara Friedman and Anne Johnston, "Blame Narratives: News Discourses of Sex Trafficking," in *Media (Dis)parity: Battle of the Sexes*, ed. Cory Armstrong (Lanham, MD: Lexington Books, 2013).

Anne Johnston, Barbara Friedman and Autumn Shafer, "What's the Problem and What Can We Do About It? Mass Media Explain the Global Sex Trade," in *Challenging Images of Women in the Media: Reinventing Women's Lives*, ed. Theresa Carilli and Jane Campbell (Lanham, MD: Lexington Books, 2012).

#### **Refereed journal articles**

Anne Johnston, Barbara Friedman, Autumn Shafer, "Framing the Problem of Sex Trafficking: Whose Problem? What Remedy?," *Feminist Media Studies* 14:3 (2014).

Barbara Friedman and Patrick Merle, "Veiled Threats: Decentering and Unification in Transnational News Coverage of the French Veil Ban," *Feminist Media Studies* 13:5 (2013).

Barbara Friedman, "Cyber-veil: Harassment and Metaphorical Cloaking on the Internet," *Feminist Media Studies* 11:3 (2011).

Anne Johnston, Barbara Friedman and Sara Peach. "Standpoint in Political Blogs: Voice, Authority and Issues," *Women's Studies* 40:3 (2011): 269-298.

#### **Refereed conference research papers**

Anne Johnston, Barbara Friedman and Meghan Sobel, "Framing an Emerging Issue: How U.S. Print and Broadcast News Media Covered Sex Trafficking, 2008-2012," accepted for presentation at ICA annual conference, Seattle, 2014.

Lorraine Ahearn and Barbara Friedman, "Regret the Error: Memory and Apology in Birmingham News Coverage of Civil Rights," *Media and Civil Rights History Symposium*, Columbia, S.C., 2013.

Anne Johnston, Barbara Friedman, Autumn Shafer, "What's the Problem? Newspapers Explain Global Sex Trafficking." AEJMC national convention, St. Louis, 2011.

Barbara Friedman, "'A State Grown Callous': Historical References in Texas Newspaper Coverage of the Death Penalty Case of Karla Faye Tucker, 1984-1998." AJHA annual convention, Tucson, Ariz., 2010.

### **Articles in nonrefereed publications**

Barbara Friedman, Carolyn Kitch, Therese Lueck, Betty H. Winfield, Amber Roessner, “Stirred, Not Yet Shaken: Integrating Women’s History into Media History,” *American Journalism* 26 (Winter 2009): 160-174.

### **Reviews**

Barbara Friedman. Review of *Entangling Alliances: Foreign War Brides and American Soldiers in the Twentieth Century*, by Susan Zeiger. *Journal of American History* 97 (March 2011): 1170-1171.

Barbara Friedman. Review of *First Ladies and the Fourth Estate: Press Framing of Presidential Wives*, by Lisa M. Burns. *American Journalism* 26 (Winter 2009): 115-117.

### **Nonjuried creative work**

Barbara Friedman & Anne Johnston, “Covering the Problem of Sex Trafficking,” *Journalism Center on Children & Families*, Philip Merrill College of Journalism, University of Maryland, Sept. 6, 2013, <http://www.journalismcenter.org/blog/covering-problem-sex-trafficking>

## **Dr. Rhonda Gibson** **Associate Professor**

### **Refereed journal articles**

Callison, C., Gibson, R., & Zillmann, D. (2013). Effects of differences in numeric ability on the perception of adversity risk to others and self. *Journal of Media Psychology*, 25(2): 95-104.

Gibson, R., Callison, C., & Zillmann, D. (2012). Human face in news important, but base-rate data inform more, *Newspaper Research Journal*, 33(2), 54-67

Gibson, R., Callison, C., & Zillmann, D. (2011). Quantitative literacy and affective reactivity in processing statistical information and case histories in the news. *Media Psychology*, 14(1), 96-120.

Zillmann, D., Callison, C., & Gibson, R. (2009). Quantitative media literacy: Individual differences in dealing with numbers in the news. *Media Psychology*, 12 (4), 394-416.

Callison, C., Gibson, R., & Zillmann, D. (2009). How to report quantitative information in news stories. *Newspaper Research Journal*, 30 (2), 43-55.

Ivory, A., & Gibson, R. (2009). Gendered relationships on television: Portrayals of same-sex and heterosexual couples. *Mass Communication and Society*, 12 (2), 170-192.

### **Refereed conference research papers**

“Exemplifying risk: Contrast versus assimilation effects in risk perception and vaccination intentions” by Lynette Holman, Sherine El-Toukhy and Rhonda Gibson. Paper presented to the Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication, August 2013. Winner of Top Faculty Paper Award.

“Effects of differences in numeric ability on the perception of adversity risk to others and self” by Rhonda Gibson, Coy Callison, and Dolf Zillmann. Paper presented to the Mass Communication Division of the International Communication Association, May 2012.

“Effects of quantitative literacy and information interference on the processing of numbers in the news” by Coy Callison,

Rhonda Gibson, and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 2010.

## **Ferrel Guillory** **Professor of the Practice**

### **Book chapter**

“Metro American South” a chapter in *A Way Forward: Building a Globally Competitive South*, Daniel P. Gitterman and Peter A. Coclanis, editors. A Project of the UNC Global Research Institute, issued as an e-book by UNC Press.

### **Refereed journal articles**

“The South in Red and Purple: Southernized Republicans, Diverse Democrats,” In *Southern Cultures*, Fall 2012.

“On the Temper of the Times,” an oral history interview with author Jack Bass, In *Southern Cultures*, Fall 2012

“A Changing South: 2008 Elections Illuminate Demographic and Economic Trends,” *Review of Black Political Economy*, Vol. 37, No. 3, Oct. 16, 2010

“Weaker Media, Weaker Health News Reporting,” in the *North Carolina Medical Journal*, July/Aug. 2009, Vol. 70, No. 4

### **Policy papers**

The State of the South, 2010-11, co-author of report to the region’s leadership and citizens, produced and published by MDC, a nonprofit research firm in Durham, N.C., <http://mdcinc.org/resources/state-of-the-south>

## **Dr. Heidi Hennink-Kaminski** **Associate Professor**

### **Book chapters**

Hennink-Kaminski, H. J. (2013). Media and telecommunications marketing. In R.A. Gershon, *Media Management and Telecommunications: Industry Structures and Planning Strategies*. (pp. TBD). New York, NY: Routledge.

Hennink-Kaminski, H. J. (2009). Telecommunications marketing. In R.A. Gershon, *Telecommunications & Business Strategy*. (pp. 321-339). New York, NY: Taylor & Francis.

### **Refereed journal articles**

Hennink-Kaminski, H. J., Willoughby, J. F., & McMahan, D. (2013). Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina. *Science Communication*.

Pecot-Hebert, L. & Hennink-Kaminski, H. J. (2012). “I did it for me!” Negotiating Identity and Agency. *Health, Culture & Society*.

Hennink-Kaminski, H. J., & Reichert, T. (2011). Using sexual appeals in advertising to sell cosmetic surgery: A content analysis from 1986 to 2007. *Sexuality and Culture*, 15(1), 41-51.

Hennink-Kaminski, H. J., Reid, L. N. & King, K. W. (2010). The content of cosmetic surgery advertisements placed in large city magazines, 1985-2004. *Journal of Current Issues in Advertising Research*, 32(2), 41-57.

Hennink-Kaminski, H. J., & Dougall, E. K. (2009). Myths, mysteries and monsters: When shaken babies make the news. *Social Marketing Quarterly*, 15(4), 25-48.

Hennink-Kaminski, H. J., & Dougall, E. K. (2009). Tailoring hospital education materials for the period of purple crying: Saving babies in North Carolina media campaign. *Social Marketing Quarterly*, 15(4), 49-64.

Runyan, D. K., Hennink-Kaminski, H. J., Zolotor, A., Barr, R. G., Murphy, R., Barr, M., Sullivan, K., Dougall, E. K., & Nocera, M. (2009). Designing and testing a shaken baby syndrome prevention program: The period of purple crying: Saving babies in North Carolina. *Social Marketing Quarterly*, 15(4), 2-24.

### **Refereed conference research papers**

Hennink-Kaminski, H.J., Noar, S.M., Thayer, L. & Jeffries, J. (2014). Food explorers: Developing a campaign to increase fruit and vegetable consumption in rural North Carolina elementary schools. Presented at the Social Marketing in Public Health Conference, Clearwater Beach, Fla.

Hennink-Kaminski, H.J., Ruel, L., & Breland, C. (2014). Join the conquest: Developing a social marketing website to increase clinical research participation in North Carolina. Presented at the Social Marketing in Public Health Conference, Clearwater Beach, Fla.

Hennink-Kaminski, H. J., Willoughby, J. F., & McMahan, D. (2012, August). Join the conquest: Development of a campaign to increase participation in clinical research in North Carolina. Presented at the Association for Education in Journalism and Mass Communication Conference, Chicago.

Hennink-Kaminski, H. J. & Dougall, E. K. (2011, August). Shaken baby syndrome in the news: 1994-2008. Presented at the Association for Education in Journalism and Mass Communication Conference, St. Louis.

Harlow, J.D. & Hennink-Kaminski, H. J. (2011, June). Distraction and the provision of risk and benefit information in prescription drug television ads: A content analysis. Presented at the American Marketing Association Marketing and Public Policy Conference, Washington, DC.

Hennink-Kaminski, H. J. (2011, April). Ethical advertising and cosmetic surgery: A content analysis of ads in large city magazines. Presented at the American Academy of Advertising Conference, Mesa, Ariz.

Pecot-Hebert, L. & Hennink-Kaminski, H. J. (2010, August). "I did it for me!" Agency and cosmetic surgery advertising. Presented at the Association for Education in Journalism and Mass Communication Conference, Denver.

Ortiz, R. R., Goetschius, A., Kruse, K., & Hennink-Kaminski, H. J. (2010, August). Getting them off the fence! Developing a social marketing campaign to encourage uptake of H1N1 vaccine among 18-24-year-olds in North Carolina. Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta.

Hennink-Kaminski, H. J. & Newton-Ward, M. (2010, June). Training the next generation of social marketers: Equipping an interdisciplinary class of students to promote the H1N1 vaccine among adults 18-24 in North Carolina. Presented at the Social Marketing in Public Health Conference, Clearwater Beach, Fla.

Woo, C. & Hennink-Kaminski, H. J. (2009, August). Overcoming a (false) bad rep: Designing and testing messages to reposition teens and secure funding for adolescent health initiatives in North Carolina. Presented at the National Conference on Health Communication, Marketing, and Media, Atlanta.

Hennink-Kaminski, H. J., Dougall, E. K., Barr, R. G., Pike, I., Rajabali, F., & Tsui, H. (2009, April). Perceptions of infant crying and caregiver soothing in Canada and the United States: A replication study. Presented at the Society for Research in Child Development Conference, Denver.

Hennink-Kaminski, H. J. & Reichert, T. (2009, March). How is sex used to sell surgery? A content analysis of ads using sexual appeals to advertise cosmetic surgery, 1985-2007. Presented at the American Academy of Advertising Conference, Cincinnati.

Dougall, E. K. & Hennink-Kaminski, H. J. (2009, March). Maximizing applied and academic research outcomes: A case study in social marketing and public health collaboration. Presented at the International Public Relations Research Conference, Miami.

## **Dr. Joe Bob Hester** **Associate Professor**

### **Book chapters**

Hester, J.B. (2013). Hyper-targeted and Social: Why Facebook Advertising May Be the Advertising at its Best. In C. Pardun (Ed.), *Advertising and Society: Controversies and Consequences*. Wiley-Blackwell: West Sussex, UK.

Hester, J.B., & Ganahl, D. (2009). The Power of New Ideas. In B. Bendinger (Ed.), *Advertising & The Business of Brands: An Introduction to Careers & Concepts in Advertising & Marketing* (fourth edition). The Copy Workshop: Chicago, 562-597. (first edition published 2000).

### **Refereed conference research papers**

Sobel, M., Hester, J.B., & Riffe, D. (2014, May). "Twitter Diplomacy: A Content Analysis of Eight U.S. Embassies' Twitter Feeds." Paper to be presented to the International Communication Association 64th Annual Conference, Seattle.

Hester, J.B. (2013, April). "Social Network Sites and Social Media: A New Research Paradigm for Strategic Communication?" Paper presented to the Annual Conference of the American Academy of Advertising, Albuquerque, N.M.

Hester, J.B. (2013, March). "Sampling Considerations for Social Media Research." Presented at the 16th International Public Relations Research Conference, Miami.

Hester, J.B. (2010, August). "The Effects of Random Error in Content Analysis: What Does Intercoder Reliability Really Mean?" Paper presented to the Annual Convention of the Association for Education in Journalism and Mass Communication, Denver.

Hester, J.B. (2010, August). "Incorporating Social Media in a Required Research Course for Advertising / PR / Strategic Communication Majors." Top 7 Paper (out of 49 entries) in AEJMC Social Media in the Classroom competition. Available online at <http://aejmc.blogspot.com/2010/05/incorporating-social-media-inrequired.html>

## **Dr. Michael Hoefges** **Associate Professor**

### **Book chapters**

Hoefges, Michael (2014 ed., forthcoming June 2014), "Advertising Regulation in North Carolina," in Cathy Packer, Hugh Stevens and C. Amanda Martin (eds.), *North Carolina Media Law Handbook*, Raleigh, NC: North Carolina Press Association (substantially updated from 2012 edition)

Dewhirst, Timothy, R. Michael Hoefges and Carol J. Pardun (listed alphabetically) (2d ed. 2014), "Tobacco Advertising," in Carol J. Pardun (ed.), *Advertising and Society: An Introduction*, Malden, MA: John Wiley & Sons, Inc. (my contribution to this chapter was the section titled "The strong First Amendment right to promote lawful products" updated from the 2009 edition)

Hoefges, Michael (2012 ed.), "Advertising Regulation in North Carolina," in Cathy Packer, Hugh Stevens and C. Amanda Martin (eds.), *North Carolina Media Law Handbook*, Raleigh, NC: North Carolina Press Association (substantially updated from 2007 edition)



Hoefges, R. Michael, Carol J. Pardun and Jef Richards (listed alphabetically) (2009), "Tobacco Advertising" in *Advertising and Society: Controversies and Consequences*, Malden, MA: Blackwell Publishing, Ltd. (my contribution to this chapter was the section titled "Tobacco Advertising: The Strong First Amendment Right to Promote Lawful Products")

## **Dr. Anne Johnston** **James H. Shumaker Term Professor**

### **Book chapters**

Friedman, B. & Johnston, A. (2013). Blame narratives: News discourses of sex trafficking. In C. Armstrong (Ed.), *Media (dis)parity: Battle of the sexes*. Lanham, MD: Lexington Books (a division of Rowman & Littlefield Publishers).

Johnston, A. (2013). What's so positive about negative advertising? In C. J. Pardun (Ed.), *Advertising and society: Controversies and consequences* (2nd ed.). Malden, MA: Blackwell Publishing Ltd.

Johnston, A., Friedman, B., & Shafer, A. (2012). What's the problem and what can we do about it? Mass media explain the global sex trade. In T. Carilli and J. Campbell (Eds.), *Challenging images of women in the media: Reinventing women's lives* (pp. 49-64). Lanham, MD: Lexington Books (a division of Rowman & Littlefield Publishers).

Johnston, A. (2009). Political advertising serves an important role for American voters. In C. J. Pardun (Ed.), *Advertising and society: Controversies and consequences* (pp. 41-48). Malden, MA: Blackwell Publishing Ltd.

### **Refereed journal articles**

Johnston, A., Friedman, B., & Shafer, A. (2012). News framing of the problem of sex trafficking: Whose problem? What remedy? *Feminist Media Studies*. 14:3 (2014).

Johnston, A., Friedman, B., & Peach, S. (2011). Standpoint in political blogs: Voice, authority, and issues. *Women's Studies: An inter-disciplinary journal*, 40(3), 269-298.

### **Refereed conference research papers**

Johnston, A., Friedman, B., & Sobel, M. (2014, May). Framing an emerging issue: How U.S. print and broadcast news media covered sex trafficking, 2008-2012. Accepted for presentation at the International Communication Association conference, Seattle, WA.

Johnston, A., Friedman, B., & Shafer, A. (2011, August). What's the problem? Newspapers explain global sex trafficking. Paper presented at the Association for Education in Journalism and Mass Communication Convention, St. Louis, MO.

### **Reviews**

Daisy Petals and Mushroom Clouds: LBJ, Barry Goldwater, and the Ad That Changed American Politics by Robert Mann. *Political Science Quarterly*, 127(Winter 2012-2013), 710-711.

### **Nonjuried creative work**

Blog, Barbara Friedman & Anne Johnston, "Covering the Problem of Sex Trafficking," Journalism Center on Children & Families, Philip Merrill College of Journalism, University of Maryland, Sept. 6, 2013, <http://www.journalismcenter.org/blog/covering-problem-sex-trafficking>

## Dr. Sri Kalyanaraman

### Associate Professor (resigned to go to another university, June 2014)

#### Book

Kalyanaraman, S., & Wojdyski, B. (in press). Affording control: How customization, interactivity, and navigability affect psychological responses to technology. In S. S. Sundar (Ed.), *The handbook of the psychology of communication technology*. Wiley-Blackwell. [Expected publication date: 2014]

#### Refereed journal articles

Lyons, E. J., Tate, D. F., Ward, D. S., Ribisl, K., Bowling, J. B., & Kalyanaraman, S. (2014). Engagement, enjoyment, and energy expenditure during active video game play. *Health Psychology, 33*(2), 174-181.

Turner-McGrievy, G., Kalyanaraman, S., & Campbell, M. (2013). Delivering health information via podcast or Web: Media effects on psychosocial and physiological responses. *Health Communication, 28*(2), 101-109.

Li, C., & Kalyanaraman, S. (2013). "I, me, mine" or "Us, we, ours?" The influence of cultural psychology on Web-based customization. *Media Psychology, 16*(3), 272-294.

Lyons, E. J., Tate, D. F., Ward, D. S., Ribisl, K., Bowling, J. B., & Kalyanaraman, S. (2012). Do motion controllers make action video games less sedentary? A randomized experiment. *Journal of Obesity*. Article ID 852147, 7 pages, 2012. doi:10.1155/2012/852147.

Li, C., & Kalyanaraman, S. (2012). What if website editorial content and ads are in two different languages? A study of bilingual consumers' online information processing. *Journal of Consumer Behavior, 11*, 198-206.

Baym, N., Campbell, S. W., Horst, H., Kalyanaraman, S., Oliver, M. B., Rothenbuhler, E., Weber, R., & Miller, K. (2012). Communication theory and research in the age of new media: A conversation from the CM Café. *Communication Monographs, 79*(2), 256-267.

Li, C., Kalyanaraman, S., & Du, Y. (2011). Moderating effect of collectivism on customized communication: An exploratory study with tailored and targeted messages. *Asian Journal of Communication, 21*(6), 575-594.

Lyons, E. J., Tate, D. F., Ward, D. S., Bowling, J. B., Ribisl, K., & Kalyanaraman, S. (2011). Energy expenditure and enjoyment during video game play: Differences by game type. *Medicine and Science in Sports and Exercise, 43*(10), 1987-1993.

Kalyanaraman, S., Penn, D., Ivory, J., & Judge, A. (2010). The virtual doppelganger: Effects of a virtual reality simulator on perceptions of schizophrenia. *Journal of Nervous and Mental Disease, 198*(6), 437-443.

Magee, R., & Kalyanaraman, S. (2010). The perceived moral qualities of web sites: Implications for persuasion processes in human-computer interaction. *Ethics and Information Technology, 12*, 109-125.

Bobkowski, P., & Kalyanaraman, S. (2010). Effects of online Christian self-disclosure on impression formation. *Journal for the Scientific Study of Religion, 49*(3), 456-476.

Li, C., & Kalyanaraman, S. (2010). What if the Web content and the Web ad are in two different languages: A code-switching effect test," in Easwar Iyer and Robin Coulter (Eds.), *Proceedings of the AMA Summer Educators' Conference*, pp. 127.

Lobach, D. F., Waters, A., Silvey, G. M., Clark, S. J., Kalyanaraman, S., Kawamoto, K., & Lipkus, I. (2009). Facilitating consumer clinical information seeking by maintaining referential context: Evaluation of a prototypic approach. *Proceedings of the American Medical Informatics Association, 380-384*.

Kalyanaraman, S., & Ivory, J. (2009). Enhanced information scent, selective discounting, or consummate breakdown: The psychological effects of Web-based search results. *Media Psychology, 12*, 295-319.

Magee, R., & Kalyanaraman, S. (2009). Effects of worldview and mortality salience in persuasion processes. *Media Psychology*, 12 (2), 1-24.

Ivory, J., & Kalyanaraman, S. (2009). Video games make people violent—well, maybe not that game: Effects of content and person abstraction on perceptions of violent video games' effects and support of censorship. *Communication Reports*, 22 (1), 1-12.

### **Refereed conference research papers**

Myrick, J., & Kalyanaraman, S. (2013, November). How do you feel about it? The role of fear and hope in motivating and shaping health information searches. Paper presented to the Mass Communication Division at the 99th annual convention of the National Communication Association, Washington.

Malik, C., & Kalyanaraman, S. (2013, June). Overcoming consumer suspicion of advocacy advertising: An exploration of the persuasive effects of self-brand connections. Paper presented to the Health Communication Division at the 63rd annual convention of the International Communication Association, London.

Kim, Y., & Kalyanaraman, S. (2013, June). Effects of product type and source of customized recommendations on attitudes toward the Website. Paper presented to the Communication Technology Division at the 63rd annual convention of the International Communication Association, London.

Patel, S., & Kalyanaraman, S. (2012, August). To help or not to help: Effects of affective expectancies on responses to prosocial advertisements. Paper presented to the Advertising Division at the 96th annual convention of the Association for Education in Journalism and Mass Communication, Chicago.

Myrick, J., & Kalyanaraman, S. (2012, August). Gains or losses, or gains and losses? Expanding the conceptual boundaries of prospect theory. Paper presented to the Communication Theory and Methodology Division at the 96th annual convention of the Association for Education in Journalism and Mass Communication, Chicago.

Wojdyski, B., & Kalyanaraman, S. (2012, May). Often mentioned, hardly measured: Explicating and measuring web site navigability. Paper presented to the Information Systems Division at the 62nd annual convention of the International Communication Association, Phoenix.

Wojdyski, B., & Kalyanaraman, S. (2012, May). Parsing the effects of website interactivity and navigability. Paper presented to the Communication Technology Division at the 62nd annual convention of the International Communication Association, Phoenix.

Magee, R., & Kalyanaraman, S. (2011, May). Death reminders and advertisements: Effects of mortality salience on systematic processing. Paper presented to the Mass Communication Division at the 61st annual convention of the International Communication Association, Boston.

Kalyanaraman, S., Oliver, M. B., & Magee, R. (2010, June). The interplay between customization and cognition in Web portals: The multiple role hypothesis explanation. Paper presented to the Information Systems Division at the 60th annual convention of the International Communication Association, Singapore.

Crouse, J., & Kalyanaraman, S. (2010, June). Wiimote possibilities: The effects of types of game controller and character perspective. Paper presented to the Game Studies Division at the 60th annual convention of the International Communication Association, Singapore.

Malik, C., & Kalyanaraman, S. (2009, August). Portrait of the brand as an extension of the self: Effects of self-brand connections and argument strength in social marketing. Paper presented to the Advertising Division at the 92nd annual convention of the Association for Education in Journalism and Mass Communication, Boston.

Li, C., & Kalyanaraman, S. (2009, August). Moderating effect of collectivism on Web-based customization: An exploratory study with tailored and targeted messages. Paper presented to the International Communication Division at the 92nd annual convention of the Association for Education in Journalism and Mass Communication, Boston.

Kalyanaraman, S., Ito, K., Malik, C., & Ferris, E. (2009, May). Control ergo cogito: An experimental investigation of the interactivity-as-information control perspective. Paper presented to the Information Systems Division at the 59th annual convention of the International Communication Association, Chicago.

Li, C., & Kalyanaraman, S. (2009, May). Are highly tailored messages always more effective? The influence of cultural psychology on Web-based customization. Paper presented to the Communication and Technology Division at the 59th annual convention of the International Communication Association, Chicago.

## **Steven King** **Assistant Professor**

### **Juried creative works**

Executive Producer and Director. Remembering the Shuttle Era, Multimedia video documentary. Washingtonpost.com. July 2011.

Director and Editor. Under Suspicion: Voices about Muslims in America, Interactive Documentary Feature. Washingtonpost.com. August 2011.

## **Dr. Daniel Kreiss** **Assistant Professor**

### **Books**

Kreiss, D. (Under contract). Networked Ward Politics: Parties, Databases, and Campaigning in the Information Age. New York, NY: Oxford University Press, anticipated publication date August 2016.

Kreiss, D. (2012). Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama. New York, NY: Oxford University Press.

### **Law review articles**

Kreiss, D. (2012). Yes We Can (Profile You): A Brief Primer on Campaigns and Political Data. Stanford Law Review Online, 64, 70-74.

### **Refereed journal articles**

Kreiss, D., Meadows, L., and Remensperger, J. (2014). Political Performance, Boundary Spaces, and Active Spectatorship: Media Production at the 2012 Democratic National Convention. Journalism: Theory, Practice, & Criticism. Online First. 1-32.

Anderson, C.W. and Kreiss, D. (co-authors) (2013). Black-boxes As Capacities for and Constraints on Action: ANT and Ethnography of Electoral Politics and Journalism. Qualitative Sociology 36(4): 365-382.

Barnard, L. & Kreiss, D. (2013). A Research Agenda for Online Advertising: Surveying Campaign Practices, 2000-2012. International Journal of Communication 7, 2046-2066.

Kreiss, D. & Tufekci, Z. (co-authors) (2013). Occupying the Political: Occupy Wall Street, Collective Action, and the Rediscovery of Pragmatic Politics. Cultural Studies Critical Methodologies 13, 163-167.

Ananny, M., & Kreiss, D. (co-authors) (2013). Responsibilities of the State: Rethinking the Case and Possibilities for Public Support of Journalism, First Monday, 18(4).

- Kreiss, D. (2012). Performing the Past to Claim the Future: Sun Ra and the Afro-Future Underground, 1954-1968. *African American Review*, 45(1-2), 197-203.
- Kreiss, D. (2012). Acting in the Public Sphere: The 2008 Obama Campaign's Strategic Use of New Media to Shape Narratives of the Presidential Race. *Research in Social Movements, Conflict, and Change*, 33, 195-223
- Kreiss, D. (2011). Open Source as Practice and Ideology: The 2003-2004 Howard Dean Campaign's Organizational and Cultural Innovations in Electoral Politics. *Journal of Information Technology and Politics*, 8, 367-382.
- Kreiss, D., Finn, M, and Turner, F. (2011). The Limits of Peer Production: Some Reminders From Max Weber for the Network Society. *New Media & Society*, 13(2), 243-259.
- Ananny, M., & Kreiss, D. (co-authors) (2011). A New Contract For the Press: Copyright, Public Domain Journalism, and Self-Governance In a Digital Age. *Critical Studies in Media Communication*, 28, 314-333.
- Howard, P. N., & Kreiss, D. (2010). Political Parties and Voter Privacy: Australia, Canada, the United Kingdom, and United States in Comparative Perspective. *First Monday*, 15(12).
- Kreiss, D., & Howard, P. N. (2010). New Challenges to Political Privacy: Lessons from the First U.S. Presidential Race in the Web 2.0 Era. *International Journal of Communication*, 4, 1032-1050.
- Kreiss, D. (2009). Developing the 'Good Citizen': Digital Artifacts, Peer Networks, and Formal Organization During the 2003-2004 Howard Dean Campaign. *Journal of Information Technology and Politics*, 6(3), 281-297.

### **Refereed conference papers**

- Kreiss, D. Explaining Technical Breakdown: Data, Analytics, and the Mitt Romney Presidential Campaign. Presented at the International Communication Association Annual Meeting, Seattle, Washington (2014, May). Presented at the National Communication Association Annual Meeting, Washington, DC. (2013, November).
- Kreiss, D. & Meadows, L. Political Performance and Active Spectatorship: Symbolically Organizing the Polity During the 2012 Democratic National Convention. Presented at the International Conference: Media and the Public Sphere. Examining the Challenges in the New Communication Landscape. Athens, GA. (2013, September).
- Presented at the Association for Education in Journalism and Mass Communication Conference, Washington, DC. (2013, August).
- Presented at the International Communication Association Annual Meeting, London. (June, 2013).
- Karpp, D., Kreiss, D., Nielsen, R.K. (equal authors) (2013). A New Era of Qualitative Political Communication Research?: A History and a Case For New Approaches. Presented at the International Communication Association Annual Meeting, London.
- Kreiss, D., Anderson, C.W. (co-authors) (2013, June). Tracing the Objects of Journalism and Politics: A Methodological Approach to Ethnographies of Objects." Presented at the ICA Pre-Conference, "The Objects of Journalism: Media, Materiality and the News." International Communication Association Annual Meeting, London.
- Kreiss, D. & Meadows, L. (2013, March). Media Events in a Networked Age: Twitter Publics and Active Spectatorship. Presented at the Theorizing the Web annual conference, New York.
- Kreiss, D. Developing Technologies of Control: Producing Political Participation in Online Electoral Campaigning. Presented at the Society for the Social Study of Science Annual Meeting, Copenhagen, Denmark. (2012, October).
- Presented at the International Communication Association Annual Conference, Phoenix, Ariz. (2012, May).
- Presented at the Information, Communication and Society-Oxford Internet Institute, A Decade in Internet Time symposium, Oxford University, Oxford, United Kingdom. (2011, September).

Presented at the Network Politics: Objects, Subjects and New Political Affects symposium, Ryerson University, Toronto. (2010, October).

Kreiss, D. (2012, May). Acting in the Networked Public Sphere: the Obama Campaign's Strategic Use of New Media to Shape Narratives of the 2008 Presidential Race. Presented at the International Communication Association Annual Conference, Phoenix, Ariz.

Kreiss, D. (2012, May). The OWS Movement: Analyzing the Contexts and Role of Media in Mass Mobilization. Presented at the International Communication Association Annual Conference, Phoenix, Ariz.

Kreiss, D. & Barnard, L. (2012, May). Yes We Can (Profile You): Political Campaigns and Online Advertising, 2000-2012. Presented at the International Communication Association Annual Conference, Phoenix.

Kreiss, D. (2011, May). Funding Quality News: A Case For Institutional Subsidies of Amateur Producers. Presented at the Extending Expertise? Experts and Amateurs in Communication and Culture conference, University of Ottawa, Ottawa, Canada.

Kreiss, D. (2010, October). From Amateurs to Professionals: The Formalization of Democratic Internet Campaigning, 2004-2008. Presented at the Democratizing Inequalities conference, Institute for Public Knowledge, New York University, New York.

Kreiss, D. (2010, May). Open Source as Practice and Ideology: The 2003-2004 Howard Dean Campaign's Organizational and Cultural Innovations in Electoral Politics. Presented at the Journal of Information Technology and Politics 'The Politics of Open Source' conference, University of Massachusetts, Amherst, Mass.

Kreiss, D. (2009, August). Institutional Contexts of Use of New Media in Electoral Politics: From Howard Dean to Barack Obama. Presented at the American Sociological Association Annual Meeting, San Francisco.

Kreiss, D., Ananny, M. (2009, August). A New Contract For the Press: Copyright, Public Domain Journalism, and Self-Governance in a Digital Age. Presented at the American Association for Education in Journalism and Mass Communication, Boston.

## **Reviews**

Kreiss, D. Review Essay. Review of the books *Collective Action in Organizations: Interaction and Engagement in an Era of Technological Change*, by B. Bimber, A. J. Flanagin, and C. Stohl, *iPolitics: Citizens, Elections, and Governing in the New Media Era*, by R. L. Fox & J. M. Ramos, eds., and *Rebooting American Politics: The Internet Revolution*, by J. Gainous & K. Wagner. *Perspectives on Politics* 11(3), 942-945.

Kreiss, D. (2013). Book Review. Review of the book *WikiLeaks: News in the Networked Era* by C. Beckett and J. Ball.] *Journalism* 14(6), 839-840.

Kreiss, D. (2011). Book Review. Review of the book *Edited Clean Version* by R. Guins. *Science, Technology, & Human Values*, 36(2), 279-282.

Kreiss, D. (2009). Book Review. Review of the book *Blogging* by J. W. Rettberg. *Journal of Communication*, 59(2), E17-E2.

## **Jock Lauterer Senior Lecturer**

### **Books**

"Community Journalism for China: the American Experience," in *Mandarin*, May 2014, Nan Fang Daily Press, Guangzhou, China.

“Community Journalism: Relentlessly Local,” Third edition. 2006, University of North Carolina Press, Chapel Hill. Korean translation, 2009; Rumanian translation, 2010.

### **Book chapters**

Foreword for book, “Introduction to Community Newspapers in the U.S” by Associate Professor Chen Kai of the Communication University of China, January 2012, Nan Fang Daily Press.

Chapter titled, “JT: Sweeter Still at 12,” included in book, “27 Views of Chapel Hill,” 2012, Hillsborough.

Foreword to book, “Foundations of Community Journalism,” by Bill Reader and John Hatcher, 2012, Sage Publications.

### **Refereed conference research papers**

Juried research paper and presentation accepted, “The Burgeoning Growth of Community Newspapers in China: And What U.S. Publishers Can Learn from It.” For the annual “Community Journalism and Community-Building Symposium, San Antonio, Texas, Oct., 2014, sponsored by the National Newspaper Association and the Huck Boyd National Center for Community Media at Kansas State University.

Juried paper accepted and presentation titled, “Toto, I don’t think we’re just in Kansas anymore: how U.S. Community Newspapers are Serving as Models for the Chinese,” at the annual “Community Journalism and Community-Building Symposium, Charleston, S.C., Oct., 2010, sponsored by the National Newspaper Association and the Huck Boyd National Center for Community Media at Kansas State University.

### **Non-juried creative work**

Blogger, “Blue Highways Journal,” documenting travels, research, teaching and photography from three summers of work China, 2012-2014.

Weekly photo-commentaries in The Carrboro Citizen, “One Thousand Words,” 2008-2012

Blogger, summer 2007-present, recounting the Community Journalism Roadshow, NCPA conference highlights, and the “Bucket Brigade,” for blogsites on the Carrboro Commons and Blue Highways Journal in the Web site of the School of Journalism and Mass Communication. <http://weblogs.jomc.unc.edu:16080/bluehighways/>

Established the Jock Lauterer Collection at Wilson Library; donated 6,000 negatives and hundreds of photographs from the ‘60s, particularly civil rights and anti-war demonstrations at Chapel Hill. Spring 2002. Photos figured prominently in 2010 spring exhibit on student activism in the ‘60s; Wilson Library Documents Collection, UNC, and in the Speaker Ban Marker dedication, spring 2011.

## **Thomas Linden, M.D.**

### **Glaxo Wellcome Distinguished Professor of Medical Journalism**

#### **Books**

Linden, T. & the Writers of The New York Times (2011), The New York Times Reader: Health and Medicine, Washington, D.C.: CQ Press.

#### **Articles in professional publications**

Linden T. (2011). Policy Forum. A Delicate Balance—Ethical Standards for Physician-Journalists. Virtual Mentor. 2011: 13(7):490-493. <http://virtualmentor.ama-assn.org/2011/07/pfor1-1107.html>

Linden, T. (2010). Essay: Reporting by TV Docs in Haiti Raises Ethical Issues, *Electronic News journal*, Sage Publications, 2010, Vol. 4:2, 60-64.

## **Dr. Trevy McDonald** **Assistant Professor**

### **Encyclopedia entries**

Harris, T.M. and McDonald, T.A. (2013). "Television." In P.L. Mason (Ed.) *Encyclopedia of Race and Racism*, 2nd e. (pp. 1667-1675). Detroit, MI: Macmillan Reference.

McDonald, T.A. (2011). "Ralph David Abernathy." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 11-13) Pasadena, CA: Salem Press.

McDonald, T.A. (2011). "Tony Brown." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 246-248) Pasadena, CA: Salem Press.

McDonald, T.A. (2011). "Leon Forrest." In C.L. Bankston, III (Ed.) *Great Lives from History: African Americans*. (pp. 604-606) Pasadena, CA: Salem Press.

### **Reviews**

McDonald, T.A. (Autumn 2011). Bring on the Books for Everybody: How Literary Culture became Popular Culture by Jim Collins. Book review. *Journalism & Mass Communication Quarterly*, 88(3), 653-55.

McDonald, T.A. (Autumn/Winter 2010). Points on the Dial: Golden Age Radio Beyond the Networks by Alexander Russo. Book Review *Journalism & Mass Communication Quarterly*, 87(3 & 4) 671-672.

### **Articles in professional publications**

Videographer, Editor, and Narrator, "Our Land, Our Lives: The North Carolina Black Farmer's Experience," (23-minute documentary). Commissioned by the Land Loss Prevention Project. ©2011, Land Loss Prevention Project.

## **Dana McMahan** **Professor of the Practice**

### **Books**

Grandma Elf's Letter Sweaters, Beechcrest Publishing, 2010.

Three Dog Wishes (Series), Beechcrest Publishing, 2010.

### **Refereed journal articles**

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the Conquest: Developing a Campaign to Increase Participation in Clinical Research in North Carolina," *Science Communication*, 2013.

### **Refereed conference research papers**

Dana McMahan, panel member. "Interdisciplinary Entrepreneurship Education: Highlighting innovative cross disciplinary educational approaches that encourage entrepreneurial thinking," Deshpande Consortium for Innovation & Entrepreneurship in Higher Education, Second Annual Symposium, panel presenter, University of Massachusetts, Lowell,



Mass, 2013.

Dana McMahan, with Douglas McKinlay, Deborah Morrison, John Sweeney, and Lisa Duke, "The State of the Advertising Portfolio," panel presenter, AAA National Convention, Albuquerque, New Mexico, 2013.

Dana McMahan, with Heidi Hennink-Kaminski and Jessica Fitts Willoughby "Join the conquest: Developing a campaign to increase clinical research participation in North Carolina," Top Paper presentation, paper co-author, AEJMC Conference, Chicago, 2012.

Dana McMahan, with Heidi Hennink-Kaminski, Jim Geike (Global CMO of Burt's Bees) Marcia Watson DiStasio, Amber Hutchins, Tina McCorkindale, "Brands Under Fire: The Importance of Authenticity, Transparency and Trust," panel presenter, AEJMC Conference, Chicago, 2012.

Dana McMahan, with Douglas McKinlay, John Sweeney, Alyse Lancaster, Brian Sheehan, Laura Bright, Lisa Duke Cornell, and Lance Porter, "The Advertising Curriculum for 2012 and Beyond," panel member and paper author, AAA National Convention, Myrtle Beach, S.C., 2012.

Dana McMahan, with Jim Avery, John Sweeney, Carla Lloyd, and Bret Robbs, "TheFuture: Advice for the Advertising Student," panel member and paper author, AAA National Convention, Minneapolis, 2010.

#### **Articles in professional publications:**

Dana McMahan, "Flashover: When Aggressive Board Members Rise Against Executive Directors," online article for Charity Channel, <http://charitychannel.com/>

## **Dr. Seth M. Noar Professor**

#### **Books**

Noar, S. M., & Harrington, N. G. (Eds.) (2012). *eHealth applications: Promising strategies for behavior change*. New York: Routledge.

#### **Book chapters**

Harrington, N. G., Helme, D., & Noar, S. M. (in press). Message design approaches to adolescent substance abuse prevention. In L. M. Scheier (Ed.), *Handbook of drug prevention*. Washington, DC: American Psychological Association.

Noar, S. M. (in press). Internet and eHealth. In N. G. Harrington (Ed.), *Health communication: Theory, method, and application*. New York: Routledge.

Noar, S. M., & Brewer, N. T. (in press). Systematic reviews and meta-analysis in behavioral medicine. In S. Waldstein, W. Kop, & L. Katzel (Eds.), *Handbook of Cardiovascular Behavioral Medicine*. New York: Springer.

Noar, S. M., & Harrington, N. G. (in press). Tailored communications for health-related decision-making and behavior change. In M. A. Diefenbach, S. M. Miller, & D. J. Bowen (Eds.), *Handbook of health decision science*. New York: Springer.

Noar, S. M., & Snyder, L. B. (in press). Building cumulative knowledge in health communication: The application of meta-analytic methods. In B. B. Whaley (Ed.), *Research methods in health communication*. New York: Taylor & Francis.

Willoughby, J. F., & Noar, S. M. (in press). Communication and marketing strategies. In M. P. O'Donnell (Ed.), *Health promotion in the workplace (4th Ed.)*. New York: Springer.

Cohen, E. L., Vanderpool, R. C. Crosby, R., Noar, S. M., Bates, W., Collins, T., Head, K. J., McGladrey, M., & Casey, B. (2013).

1-2-3 pap: A campaign to prevent cervical cancer in Eastern Kentucky. In M. J. Dutta & G. L. Kreps & (Eds.), *Reducing health disparities: Communication interventions* (pp. 158-177). New York: Peter Lang Publishing.

Palmgreen, P., Noar, S. M., & Zimmerman, R. S. (2013). A mass media campaign to increase condom use among high sensation-seeking and impulsive decision-making young adults. In R. E. Rice & C. K. Atkin (Eds.), *Public communication campaigns* (4th Ed) (pp. 205-218). Thousand Oaks, CA: Sage.

Salazar, L., Crosby, R. A., & Noar, S. M. (2013). Health communication: Theory, social marketing, and tailoring. In R. J. DiClemente, L. F. Salazar, & R. A. Crosby, *Health behavior theory for public health: Principles, foundations and applications* (pp. 187-209). Burlington, MA: Jones & Barlett.

Salazar, L., Noar, S. M., Walker, J. H., & Crosby, R. A. (2013). Models based on perceived threat and fear appeals. In R. J. DiClemente, L. F. Salazar, & R. A. Crosby, *Health behavior theory for public health: Principles, foundations and applications* (pp. 83-104). Burlington, MA: Jones & Barlett.

Crosby, R., A. Noar, S. M., Head, S., & \*Webb, E. (2012). Condom and other barrier methods of STI and HIV prevention (pp. 117-133). In S. Gupta & B. Kumar (Eds.), *Sexually transmitted infections* (2nd Edition). New Delhi, India: Elsevier.

Harrington, N. G., & Noar, S. M. (2012). Building an evidence base for eHealth applications: Research questions and practice implications. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (263-274). New York: Routledge.

Noar, S. M., & Harrington, N. G. (2012). eHealth applications: An introduction and overview. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (pp. 3-16). New York: Routledge.

Noar, S. M., & Harrington, N. G. (2012). Computer-tailored interventions for improving health behaviors. In S. M. Noar & N. G. Harrington (Eds.), *eHealth applications: Promising strategies for behavior change* (pp. 128-146). New York: Routledge.

Noar, S. M., & \*Van Stee, S. K. (2012). Designing messages for individuals in different stages of change. In H. Cho (Ed.), *Health communication message design: Theory and practice* (pp. 209-229). Thousand Oaks, CA: Sage.

Noar, S. M., \*Webb, E., \*Van Stee, S., Feist-Price, S., Crosby, R., & Troutman, A. (2012). Conversations with low-income, African-American women and men: Critical reflections on sexuality, risk behavior, and HIV/AIDS. In K. L. Walker, J. L. Hart, & M. U. D'Silva (Eds.), *Communicating about HIV/AIDS: Taboo topics and difficult conversations* (pp. 23-41). New York: Hampton Press.

Zimmerman, R. S., Donohew, R. L., Palmgreen, P., Noar, S. M., Cupp, P. K. & \*Floyd, B. (2011). Designing media and classroom interventions targeting high sensation-seeking or impulsive adolescents to prevent drug abuse and risky sexual behavior. In M. T. Bardo, D. H. Fishbein, & R. Milich (Eds.), *Inhibitory control and drug abuse prevention: From research to translation* (pp. 263-281). New York: Springer.

Noar, S. M. (2009). The utility of "old" and "new" media as tools for HIV prevention. In C. Pope, R. T. White, & R. Malow (Eds.), *HIV/AIDS: Global frontiers in prevention/intervention* (pp. 343-353). New York: Routledge.

### **Encyclopedia entries**

Noar, S. M., & Head, K. J. (2014). Preventive health behavior: Conceptual approaches. In W. C. Cockerham, R. Dingwall, & S. R. Quah (Eds.), *The Wiley Blackwell Encyclopedia of Health, Illness, Behavior and Society* (pp. 1-4). Hoboken, NJ: John Wiley & Sons.

Noar, S. M. & Zimmerman, R. S. (2009). Safe sex. In H. T. Reis & S. K. Sprecher (Eds.), *Encyclopedia of human relationships* (pp. 1395-1397). Thousand Oaks, CA: Sage.

Noar, S. M. & Pierce, L. (2009). Impulsive decision-making. In E. M. Anderman & L. H. Anderman (Eds.), *Psychology of classroom learning: An encyclopedia* (pp. 485-488). Detroit: Macmillan Reference USA.

## Invited papers

- Noar, S. M. & Head, K. J. (2014). Mind the gap: Bringing our theories in line with the empirical data – a response to commentaries. *Health Psychology Review*, 8(1), 65-69.
- Mayer, D. K., & Noar, S. M. (2013). Celebrity cancers [Editorial]. *Clinical Journal of Oncology Nursing*, 17(3), 232.
- Noar, S. M. (2013). Charting the course forward: Promising trends in health behavior theory application [Letter to the Editor]. *Journal of Public Health Dentistry*, 73(1), 83-85.
- Wei, C., Herrick, A., Raymond, H. F., Anglemeyer, A., Gerbase, A., & Noar, S. M. (2011). Social marketing interventions to increase HIV/STI testing uptake among men who have sex with men and male-to-female transgender women. *Cochrane Database of Systematic Reviews*, 9, 1-19.
- Noar, S. M. (2011, Spring). Targeting heterosexual men in HIV prevention interventions: Lessons and challenges. *Psychology & AIDS Exchange*, 36, 7-8.
- Noar, S. M., Harrington, N. G., & Helme, D. W. (2010). The contributions of health communication research to campaign practice. *Health Communication*, 25 (6-7), 593-594.
- Noar, S. M., & Kennedy, M. G. (2009). HIV/AIDS prevention messages. *Virtual Mentor: American Medical Association Journal of Ethics*, 11(12), 980-987.

## Refereed journal articles

- Ayers, J. W., Althouse, B. M., Noar, S. M., & Cohen, J. E. (2014). Do celebrity cancer diagnoses promote primary cancer prevention? *Preventive Medicine*, 58(1), 81-84.
- \*Head, K., J. & Noar, S. M. (2014). Facilitating progress in health behaviour theory development and modification: The reasoned action approach as a case study. *Health Psychology Review*, 8(1), 34-52.
- Noar, S. M., Zimmerman, R. S., Palmgreen, P., Cupp, P. K., \*Floyd, B. R., & \*Mehrotra, P. (2014). Development and implementation of mass media campaigns to delay sexual initiation among African American and White youth. *Journal of Health Communication*, 19(2), 152-169.
- Widman, L., Noar, S. M., Golin, C. E., \*Willoughby, J. F., & Crosby, R. (2014). Incarceration and unstable housing interact to predict sexual risk behaviours among African American STD clinic patients. *International Journal of STD & AIDS*, 25(5), 348-354.
- \*Anderson, C. B., Noar, S. M., & Rogers, B. D. (2013). The persuasive power of oral health promotion messages: A theory of planned behavior approach to dental checkups among young adults. *Health Communication*, 28(3), 304-313.
- Charnigo, R., Noar, S. M., \*Garnett, C., Crosby, R., Palmgreen, P., & Zimmerman, R. S. (2013). Sensation seeking and impulsivity: Combined associations with risky sexual behavior in a large sample of young adults. *Journal of Sex Research*, 50(5), 480-488.
- \*Head, K., J., Noar, S. M., \*Iannarino, N., & Harrington, N. G. (2013). Efficacy of text messaging-based interventions for health promotion: A meta-analysis. *Social Science & Medicine*, 97, 41-48.
- Lustria, M. L. A., Noar, S. M., Cortese, J., \*Van Stee, S. K., Glueckauf, R. L., & Lee, J. A. (2013). A meta-analysis of web-delivered, tailored health behavior change interventions. *Journal of Health Communication*, 18(9), 1039-1069.
- \*Mehrotra, P., Zimmerman, R. S., & Noar, S. M., & Levant, D. (2013). A test of an adapted multiple domain model in predicting sexual behaviors among unmarried young adults in India. *Journal of Sex Research*, 50(2), 116-127.
- \*Myrick, J. G., \*Willoughby, J. F., Noar, S. M., & \*Brown, J. (2013). Reactions of young adults to the death of Apple CEO Steve Jobs: Implications for cancer communication. *Communication Research Reports*, 30(2), 115-126.

Noar, S. M., Ribisl, K. M., Althouse, B. M., \*Willoughby, J. F., & Ayers, J. W. (2013). Using digital surveillance to examine the impact of public figure pancreatic cancer announcements on media and search query outcomes. *Journal of the National Cancer Institute Monographs*, 47, 188-194.

Rose, S. A., Poynter, P. S., Anderson, J. W., Noar, S. M., & Conigliaro, J. (2013). Physician weight loss advice and patient weight loss behavior change: A literature review and meta-analysis of survey data. *International Journal of Obesity*, 37(1), 118-128.

Widman, L., Golin, C. E., & Noar, S. M. (2013). When do condom use intentions lead to actions? Examining the role of sexual communication on safer sexual behavior among people living with HIV. *Journal of Health Psychology*, 18(4), 507-517.

Chin, H. B., Sipe, T. A., Elder, R., Mercer, S. L., Chattopadhyay, S. K., Jacob, V., Wethington, H. R., Kirby, D., Elliston, D., Griffith, M., Chuke, S. O., Briss, S. C., Ericksen, I., Galbraith, J. S., Herbst, J. H., Johnson, R., J., Kraft, J. M., Noar, S. M., Romero, L. M., Santelli, J., & Community Preventive Services Task Force. (2012). The effectiveness of group-based comprehensive risk reduction and abstinence education interventions to prevent or reduce the risk of adolescent pregnancy, Human immunodeficiency virus, and sexually transmitted infections: Two systematic reviews for the guide to community preventive services. *American Journal of Preventive Medicine*, 42(3), 272-294.

Harrington, N. G., & Noar, S. M. (2012). Reporting standards for studies of tailored interventions. *Health Education Research*, 27(2), 331-342.

\*McGladrey, M. L., Noar, S. M., Crosby, R. A., \*Young, A. M., & \*Webb, E. (2012). Creating project CREATE: Lessons learned and best practices for developing web-based resources for public health practitioners. *American Journal of Health Education*, 43(6), 341-348.

Noar, S. M. (2012). An audience-channel-message-evaluation (ACME) framework for health communication campaigns. *Health Promotion Practice*, 13(4), 481-488.

Noar, S. M., \*Webb, E., \*Van Stee, S., Feist-Price, S., Crosby, R., \*Willoughby, J. F., & Troutman, A. (2012). Sexual partnerships, risk behaviors, and condom use among low-income heterosexual African Americans: A qualitative study. *Archives of Sexual Behavior*, 41(4), 959-970.

Noar, S. M., & \*Willoughby, J. F. (2012). eHealth interventions for HIV prevention. *AIDS Care*, 24(8), 945-952 [Lead article].

\*Van Stee, S. K., Noar, S. M., \*Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2012). Reactions to safer-sex public service announcement message features: Attention, perceptions of realism, and cognitive responses. *Qualitative Health Research*, 22(11), 1568-1579.

Crosby, R., & Noar, S. M. (2011). What is a planning model? An introduction to PRECEED-PROCEED. *Journal of Public Health Dentistry*, 71(S1), S7-S15.

Helme, D. W., Noar, S. M., \*Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2011). In-depth investigation of interpersonal discussions in response to a safer sex mass media campaign. *Health Communication*, 26(4), 366-378.

Noar, S. M. (2011). Computer technology-based interventions in HIV prevention: State of the evidence and future directions for research. *AIDS Care*, 23(5), 525-533 [Lead article].

Noar, S. M., Crosby, R., \*Benac, C., \*Snow, G., & Troutman, A. (2011). Applying the attitude-social influence-efficacy model to condom use among African-American STD clinic patients: Implications for tailored health communication. *AIDS & Behavior*, 15(5), 1045-1057.

Noar, S. M., Harrington, N. G., \*Van Stee, S. K., & \*Aldrich, R. S. (2011). Tailored health communication to change lifestyle behaviors. *American Journal of Lifestyle Medicine*, 5(2), 112-122

Noar, S. M., & \*Head, K. J. (2011). Trends in the research and practice of health communication campaigns. *Sociology Compass*, 5(6), 426-438.

Noar, S. M., & \*Mehrotra, P. (2011). Toward a new methodological paradigm for testing theories of health behavior and health

behavior change. *Patient Education & Counseling*, 82(3), 468-474.

Noar, S. M., \*Webb, E. M., \*Van Stee, S. K., Redding, C. A., Feist-Price, S., Crosby, R., & Troutman, A. (2011). Using computer technology for HIV prevention among African Americans: Development of a tailored information program for safer sex (TIPSS). *Health Education Research*, 26(3), 393-406.

Redding, C. A., Brown-Peterside, P., Noar, S. M., Rossi, J. S., & Koblin, B. A. (2011). One session of TTM-tailored condom use feedback: A pilot study among at risk women in the Bronx. *AIDS Care*, 23(1), 10-15.

Crosby, R., & Noar, S. M. (2010). Theory development in health promotion: Are we there yet? *Journal of Behavioral Medicine*, 33(4), 259-263 [Lead article].

DeSantis, A., Noar, S. M., & \*Webb, E. (2010). Speeding through the frat house: A qualitative exploration of nonmedical ADHD stimulant use in fraternities. *Journal of Drug Education*, 40(2), 157-171.

Noar, S. M., Palmgreen, P., Zimmerman, R. S., \*Lustria, M. L. A., & \*Lu, H. Y. (2010). Assessing the relationship between perceived message sensation value and perceived message effectiveness: Analysis of PSAs from an effective campaign. *Communication Studies*, 61(1), 21-45.

Noar, S. M., \*Pierce, L. B., & \*Black, H. G. (2010). Can computer-mediated interventions change theoretical mediators of safer sex? A meta-analysis. *Human Communication Research*, 36(3), 261-297 [Lead article].

\*Xiao, Z., Palmgreen, P., Zimmerman, R. S., & Noar, S. M. (2010). Adapting and applying a multiple domain model of condom use to Chinese college students. *AIDS Care*, 22(3), 332-338.

DeSantis, A., Noar, S. M., & \*Webb, E. (2009). Nonmedical ADHD stimulant use in fraternities. *Journal of Studies on Alcohol and Drugs*, 70(6), 952-954.

Lustria, M. L. A., Cortese, J., Noar, S. M., & Glueckauf, R. (2009). Computer-tailored health interventions delivered over the web: Review and analysis of key components. *Patient Education & Counseling*, 74(2), 156-173.

\*Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2009). Demographic and personality factors as predictors of HIV/STD partner-specific risk perceptions: Implications for interventions. *AIDS Education and Prevention*, 21(1), 39-54.

Noar, S. M. (2009). Challenges in evaluating health communication campaigns: Defining the issues. *Communication Methods & Measures*, 3(1-2), 1-11 [Lead article].

Noar, S. M., \*Black, H. G., & \*Pierce, L. B. (2009). Efficacy of computer technology-based HIV prevention interventions: A meta-analysis. *AIDS*, 23(1), 107-115.

Noar, S. M., Harrington, N. G., & \*Aldrich, R. S. (2009). The role of message tailoring in the development of persuasive health communication messages. *Communication Yearbook*, 33, 73-133.

Noar, S. M., Palmgreen, P., \*Chabot, M., \*Dobransky, N., & Zimmerman, R. S. (2009). A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress? *Journal of Health Communication*, 14(1), 15-42.

Noar, S. M., Palmgreen, P., & Zimmerman, R. S. (2009). Reflections on the evaluation of health communication campaigns. *Communication Methods & Measures*, 3(1-2), 105-114.

## Terence Oliver Associate Professor

### Articles in professional publications

“Harness the Power of Motion Graphics, The Society for News Design’s How 2 Design Booklet. July 2013.

“Motion Graphics: New Weapons for Visual Journalism, The Society for News Design’s website. April 2012. Evolving strategies of digital communication, with case studies.

Infographic tips on poynter.org. The site post also examined how students were challenged to find a story focus, develop reporting sources, parse research, and illustrate entire infographic packages from scratch. March 2012

“On the Move with Motion Graphics,” Carolina Communicator. Summer 2011. An online and printed magazine produced by The School of Journalism and Mass Communication at The University of North Carolina at Chapel Hill.

Contributor to “Embracing New Media,” April 2011. Adobe’s customer success publication on how UNC-Chapel Hill students are excelling in new ways of storytelling. April 2011.

### Nonjuried creative work

Creator, motion graphics to be featured on Tallie.com. June 2014.

Creator, two commercials—15-second and 30-second commercials—for internet advertising campaign. Fidelity Motion Graphics. May 2014.

Creator, motion graphs for company to describe its metadata system. Iabinitio.com. January 2014.

Creator, a series of motion graphics for the fidelitycharitable.org website. Fidelity Motion Graphics. April 2013.

Creator, Heart Disease Motion Graphic, WomenHeart: The National Coalition for Women with Heart Disease. August 2012.

Created artwork and art directed Chicago Bears Motion Graphic. August-December, 2012.

Creator, Election Book and TV Infographics, for the book, Taking Our Country Back. Spring 2012.

Creator, illustration of music artist, Aaron Michael Cox. Universal Music Group (Los Angeles). May

Art director, explanatory motion graphic for Edthena, a web site for teachers and technology. March 2012

Art director, Teach For Us Motion Graphic, March 2012.

Creator, Hero motion graphic for Journey Group, Inc. of Charlottesville, Virginia for national campaign to promote heroism and volunteerism. November 2011.

Art director and contributor of graphics for national TV show intro motion graphic

Art director two motion graphics, consultant, Graying of Aids, project published on MSNBC. Fall 2010

Creator, Thematic Motion Graphic Campaign for the “Believe” theme campaign for WOCC Church in Durham, North Carolina. Fall 2010.

Creator, Business Branding Design for Revive Carpet Cleaning of Kapaa, Hawaii. Spring 2010.

Artist, Book Tour Illustration, for Michael Eric Dyson’s international book tour, speaking engagements and on websites. Dyson, a noted scholar, is a regular contributor for CNN, MSNBC and other major news stations. Fall 2009

Art director, Company rebranding, marketing campaign, The Burrito Buggy of Athens, Ohio. Spring 2009.

## Dr. Cathy Packer

### Horace Carter Distinguished Professor

#### Books

Cathy Packer, Hugh Stevens, and C. Amanda Martin, eds. *North Carolina Media Law Handbook*. Raleigh, N.C.: N.C. Press Foundation and the UNC-CH School of Journalism and Mass Communication, 2012. Published online.

#### Book chapters

Cathy Packer. "Social Media Use in Courtrooms." In *Social Media & the Law: A Guidebook for Communication Students and Professionals*, edited by Daxton R. Stewart, 175-195. New York: Routledge Publishing, 2013.

Cathy Packer. "Access to State and Local Government Documents." In *North Carolina Media Law Handbook*, edited by Cathy Packer, Hugh Stevens, and Amanda Martin. Raleigh, N.C.: N.C. Press Foundation and UNC-CH School of Journalism and Mass Communication), 2012. Published online.

Cathy Packer. "Confidential Sources & Information." In *Communication and the Law*, edited by W. Wat Hopkins, 319-338. Northport, Ala.: Vision Press (originally published in 1998 and updated in 2009, 2010, 2011, and 2012).

#### Law review articles

Cathy Packer. "Should Courtroom Observers Be Allowed to Use Their Smartphones and Computers in Court? An Examination of the Arguments." *American Journal of Trial Advocacy*, Vol. 36(3): 573-595 (2013).

Cathy Packer. "The Politics of Power: A Social Architecture Analysis of the 2005-2008 Shield Law Debate in Congress." *Hastings Communications & Entertainment Law Journal*, Vol. 31(3): 395-439 (2009).

#### Reviews

Cathy Packer. Review of *Typing Politics: The Role of Blogs in American Politics*, by Richard Davis. *Journalism and Mass Communication Quarterly* (Spring 2010): 226-228.

Cathy Packer. Review of *Netroots Rising: How a Citizen Army of Bloggers and Online Activists is Changing American Politics*, by Lowell Feld and Nate Wilcox. *Journalism and Mass Communication Quarterly* (Spring 2009): 224-225.

## Dr. Daniel Riffe

### Richard Cole Eminent Professor

#### Books

*Analyzing Media Messages: Using Quantitative Content Analysis in Research* (3rd edition). D. Riffe, S. Lacy and Fred Fico. January 2014, Routledge.

#### Book chapters

"Structural Determinants of Local Public Affairs Place Blogging: Structural Pluralism and Community Stress." B. Watson and D. Riffe. In J.C. Pollock (ed.), *Media and Social Inequality* (New York: Routledge, 2013), pp. 91-116.

"Citizen Journalism Web Sites Complement Newspapers." S. Lacy, M. Duffy, D. Riffe, E. Thorson, and K. Fleming. In M. Wall (ed.), *Citizen Journalism: Valuable, Useless or Dangerous?* (New York: International Debate Education Association, 2012), pp. 83-95.

"The Effectiveness of Random, Consecutive Day and Constructed Week Samples in Newspaper Content Analysis." D. Riffe, C.

Aust and S. Lacy. In K. Krippendorff and M. A. Bock (eds.), *The Content Analysis Reader* (Thousand Oaks, CA: Sage, 2009), pp. 54-59.

### **Refereed journal articles**

“An Examination of Online Environmental Risk Information-seeking via North Carolina’s Urban-Rural Divide.” L. Phillips, D. Riffe, and R. McKeever. *Web Journal of Mass Communication Research* (May 2014).

“An Examination of Direct and Indirect Effects of Media Use on Intentions to Avoid Unprotected Sun Exposure.” J. Lovejoy, D. Riffe, and T. Lovejoy. *Health Communication*, 2014 (online publication March 5, 2014).

“The State of the Weekly Newspaper Industry.” S. Lacy, D. Riffe, and D. Coulson. *Newspaper Research Journal*, 2014, 35:1:36-50.

“Mass Media and Perceived and Objective Environmental Risk: Race and Place of Residence.” B. Watson, L. Smithson-Stanley, D. Riffe, and E. Ogilvie. *The Howard Journal of Communications*, April 2013, 24:2:134-153.

“Perceived Threat, Immigration Policy Support, and Media Coverage: Hostile Media and Presumed Influence in North Carolina.” B. Watson and D. Riffe. *International Journal of Public Opinion Research*, Winter 2013, 25:4:459-479.

“Perceived Hostile Media Bias, Presumed Media Influence, and Opinions about Immigrants and Immigration.” B. Weberling, D. Riffe, and F. Dillman-Carpentier. *Southern Communication Journal*, 2012, 77:5:420-437.

“Campaign Interest and Issue Knowledge: Did the Media—and Political Advertising—Matter in ‘Battleground Ohio?’” J. Lovejoy, D. Riffe, and H. Cheng. *Atlantic Journal of Communication*, (September 2012), 20:4:201-220.

“News Coverage of Environmental Risks: Subjective Knowledge, Personal Efficacy, and Perceived Usefulness of Different Media.” B. Weberling, J. Lovejoy, and D. Riffe. *Web Journal of Mass Communication Research* (posted 2012).

“Study Examines Relationship among Mainstream, Other Media.” S. Lacy, B. Watson, and D. Riffe. *Newspaper Research Journal*, 2011, 32:4:53-67.

“Structural Determinants of Local Public Affairs Place Blogging: Structural Pluralism and Community Stress.” B. Watson and D. Riffe. *Mass Communication and Society*, 2011, 14:6:879-904.

“What Kind of Media and When? Public Opinion about Press Coverage of Politicians’ Private Lives.” B. Wojdyski and D. Riffe. *Journal of Mass Media Ethics*, 2011, 26:3:206-223.

“Voters’ Attention, Perceived Effects, and Voting Preferences: Negative Political Advertising in the 2006 Ohio Governor’s Election.” J. Lovejoy, H. Cheng, and D. Riffe. *Mass Communication and Society*, 2010, 13:5:487-511.

“An Exploration of Sample Sizes for Content Analysis of the New York Times Web Site.” X. Wang and D. Riffe, *Web Journal of Mass Communication Research*, May 2010, no. 20, available at: <http://wjmc.org/vol20>.

“Citizen Journalism Web Sites Complement Newspapers.” S. Lacy, M. Duffy, D. Riffe, E. Thorson, and K. Fleming. *Newspaper Research Journal*, 2010, 31:2:34-46.

“Study Explores Audience’s Views on Environmental News.” D. Riffe and T. Hrach. *Newspaper Research Journal*, 2009, 30:3:8-25.

“Examining the Features, Policies, and Resources of Citizen Journalism: Citizen News Sites and Blogs.” S. Lacy, D. Riffe, E. Thorson, and M. Duffy. *Web Journal of Mass Communication Research*, June, 2009.

### **Non-refereed journal articles**

“Editorial Report: Who Submits Work to JMCQ and Why? A Demographic Profile and Belief Summary.” B. Watson and D. Riffe. *Journalism & Mass Communication Quarterly*, Spring 2014, 91:1:5-1.



## Refereed conference research papers

- “A Quarter-century of Reliability in Communication Content Analyses: Simple Agreement and Chance-corrected Reliability in Three Top Journals.” J. Lovejoy, B. Watson, S. Lacy and D. Riffe. Accepted for presentation at Annual Convention, Association for Education in Journalism and Mass Communication (AEJMC), Montreal, 2014.
- “Community Conflict, News Coverage, and Mountaintop Mining in Appalachia: A Content Analysis of Major State and Mining Community Newspapers.” K. Hedding and D. Riffe. Accepted for presentation at Annual Convention, AEJMC, Montreal, 2014.
- “The Investigative DNA: An Analysis of the Role of Local Television Investigative Journalists.” J. Abdenour and D. Riffe. Accepted for presentation at Annual Convention, AEJMC, Montreal, 2014.
- “Covering Africa (2004-2013): U.S. linkages in New York Times coverage of Nigeria, Ethiopia and Botswana.” M. Sobel and D. Riffe. Accepted for presentation at Annual Convention, AEJMC, Montreal, 2014.
- “Community Structure, Economic Dependency, and News Coverage of Fishing Regulations in New England.” S. Evans and D. Riffe. Presented at Annual Convention, International Communication Association (ICA), Seattle, 2014.
- “Twitter Diplomacy: A Content Analysis of Eight U.S. Embassies’ Twitter Feeds.” M.R. Sobel, D. Riffe, and J.B. Hester. Presented at Annual Convention ICA, Seattle, 2014.
- “Did the Media Matter in ‘Battleground’ North Carolina? Campaign Interest, Knowledge, and Efficacy in 2012.” L. Barnard, D. Riffe, M. Kifer, and S. Leder. Presented at Annual Convention, AEJMC, Washington, DC, 2013.
- “Community Characteristics Influencing Municipal Use of Social Media.” J. Remensperger and D. Riffe. Presented at Annual Convention, AEJMC, Washington, DC, 2013.
- “Blogging the Irrelevant? A Content Analysis of Political Blog Coverage of the 2012 Democratic National Convention.” L. Meadows, C. Welch, D. Riffe, and D. Kreiss. Presented at Annual Convention, AEJMC, Washington, DC, 2013.
- “How Female and Male J/MC Authors Perceive the Journal Peer Review Process: Differently.” B. Watson and D. Riffe. Presented at Annual Convention, AEJMC, Chicago, 2012. Top student/faculty paper, Commission on the Status of Women.
- “The State of the Weekly Newspaper Industry.” S. Lacy, D. Riffe, D. Coulson, and R. Blom. Presented at Annual Convention, AEJMC, Chicago, 2012.
- “Mass Media and Perceived and Objective Environmental Risk: Race and Place of Residence.” B. Watson, L. Smithson-Stanley, D. Riffe, and E. Ogilvie. Presented at Annual Convention, AEJMC, St. Louis, 2011. Top paper, Minorities and Communication Division.
- “Perceived Threat, Immigration Policy Support, and Media Coverage: Hostile Media and Presumed Effects in North Carolina.” B. Watson and D. Riffe. Presented at Annual Convention, AEJMC, St. Louis, 2011. Top three paper, Mass Communication and Society Division.
- “Seeking Environmental Risk Information Online: Examining North Carolina’s Urban-Rural Divide.” L. Phillips, R. McKeever, D. Riffe, and K. Davis. Presented at Annual Convention, AEJMC, St. Louis, 2011.
- “An Examination of the Indirect Effects of Media on Intentions to Avoid Unprotected Sun Exposure.” J. Lovejoy and D. Riffe. Presented at Annual Convention, AEJMC, St. Louis, 2011.
- “Structural Determinants of Local Public Affairs Place Blogging: Structural Pluralism and Community Stress.” B. Watson and D. Riffe. Presented at Annual Convention, ICA, Boston, 2011.
- “Relating Media Exposure, Attention, and Usefulness to Risk Perception: Exploring the Role of Information Sufficiency and Personal Efficacy.” S. Lee, S. El-Toukhy, B. Weberling, and D. Riffe. Presented at Annual Convention, ICA, Boston, 2011.
- “Perceived Hostile Media Bias, Presumed Media Influence, and Opinions about Immigrants and Immigration.” B. Weberling,

D. Riffe, and F. Dillman Carpentier. Presented at Annual Convention, AEJMC, Denver, 2010.

“Public Opinion about News Coverage of Leaders’ Private Lives: A Role for New vs. Old Media?” B. Wojdyski and D. Riffe. Presented at Annual Convention, AEJMC, Denver, 2010. Top Paper, Media Ethics Division.

“Beyond Exposure: Exploring the Role of Economic News Coverage in People’s Sense of Economic Well-being.” D. Remund, N. Huang, D. Riffe, and J. Harlow. Presented at Annual Convention, AEJMC, Denver, 2010.

“Better Left Unsaid? Terms of Use Policies in Citizen Journalism and the Promise of Citizen Participation.” W. Hartzog, D. Riffe, S. Lacy, E. Thorson, and M. Duffy. Presented Annual Convergence and Society Conference, Reno, Nov. 5-6, 2009.

“Usefulness of Environmental News Coverage, Risk, Personal Efficacy and Information Sufficiency.” B. Weberling, J. Lovejoy, and D. Riffe. Presented at Annual Convention, AEJMC, Boston, 2009. Top Three paper, Mass Communication and Society.

“Issue Knowledge and Campaign Interest in ‘Battleground Ohio’: Did the Media—and Political Advertising—Matter?” J. Lovejoy, D. Riffe, and H. Cheng. Presented at Annual Convention, ICA, Chicago, IL, 2009.

## **Chris Roush**

### **Walter E. Hussman Sr. Distinguished Professor**

### **Senior Associate Dean for Undergraduate Studies**

### **Professor**

#### **Books**

Roush C. Thinking Things Over: Vermont Royster’s Legacy at The Wall Street Journal. (2014). Portland, OR: Marion Street Press Inc., 168 pp.

Roush, C. Show me the Money: Writing Business and Economic Stories for Mass Communication. (2010). New York: Taylor & Francis., 392 pp

Roush, C. and Cloud, B. The SABEW Stylebook: 2,000 Business Terms Defined and Rated. (2012). Portland, OR: Marion Street Press Inc., 238 pp.

Roush, C. Profits and Losses: Business Journalism and its Role in Society. (2011). Oak Park, IL: Marion Street Press Inc., 250 pp.

#### **Book chapters**

Roush, C. The Media and the Financial Crises: Comparative and Historical Perspectives. (2014). Edited by Steve Schifferes.

Roush, C. Bad News: How America’s Business Press Missed the Story of the Century. (2010). Edited by Anya Schiffrin.

#### **Encyclopedia entries**

Roush, C. “Business Journalism” and “Bloomberg News” articles. Encyclopedia of Journalism. Sage Publications. 2009. [http://www.sage-ereference.com/journalism/Article\\_n45.html](http://www.sage-ereference.com/journalism/Article_n45.html) and [http://www.sage-ereference.com/journalism/Article\\_n58.html](http://www.sage-ereference.com/journalism/Article_n58.html)

#### **Reviews**

Roush, C. Book review of “Deadlines and Disruption: My Turbulent Path from Print to Digital.” Journalism and Mass Communication Quarterly, Vol. 90, No. 1. Spring 2013. pp. 178-180.

Roush, C. Book review of “Newspaperman: Inside the News Business at The Wall Street Journal.” Journalism and Mass Communication Quarterly, Vol. 89, No. 3. Fall 2012. pp. 539-540.

Roush, C. Book review of “The Fall of the House of Forbes: The Insider Story of the Collapse of a Media Empire.” *Journalism and Mass Communication Quarterly*, Vol. 89, No. 1. Spring 2012. pp. 141-143.

Roush C. Book review of “Front Page Economics.” *Journal of American History*. (2011) 98 (3): 869-870. <http://jah.oxfordjournals.org/content/98/3/869.full?keytype=ref&ijkey=IRiXt4YLYRUzq8Y>

Roush, C. Book review of “The New York Times Reader: Business and Economics.” *Journalism and Mass Communication Quarterly*, Vol. 88, No. 2. Summer 2011. pp. 457-458.

Roush, C. Book review of “Restless Genius: Barney Kilgore, The Wall Street Journal, and the Invention of Modern Journalism.” *Journalism and Mass Communication Quarterly*. Vol. 86, No. 1. Spring 2009. pp. 233-234.

Articles in professional publications

Roush, C. “Weeklies on the Rise.” *Columbia Journalism Review*. January/February 2010. pp. 10-12.

Roush, C. “Moving the Classroom into the Newsroom: The Anniston Star’s creative model for partnership between news outlets and educational institutions.” *American Journalism Review*. February/March 2009. pp. 42-47.

## Laura Ruel

### Hugh Morton Distinguished Scholar

### Associate Professor

#### Refereed journal articles

Chu, Sauman, Paul Nora, and Ruel, Laura. “Using Eye Tracking Technology to Examine the Effectiveness of Design Elements on News Websites,” *Information Design Journal* 17:1 (2009): 31-43.

#### Refereed conference research papers

McIntyre, K., Barnes, S., & Ruel, L. (2014). The effects of online news package structure on attitude, attention, and comprehension. Submitted to the 2014 AEJMC Conference.

“Effects of Hyperlink Density on News Web Page Reading: An Eyetracking Study,” Laura Ruel & Bart Wojdyski, AEJMC National Convention Viscom Division; Boston, August 2009.

“Photo Fixation: Evaluating Web Site Conventions in Online News Slideshows,” Lynette Holman & Laura Ruel, AEJMC National Convention Viscom Division; Boston, August 2009.

“Photo Fixation: Evaluating Web Site Conventions in Online News Slideshows,” Laura Ruel & Lynette Holman, AEJMC Southeast Colloquium Open Division; Oxford, Miss., March 2009.

#### Reviews

Barnes, S., & Ruel, L. (2012). A review of Alberto Cairo’s “The Functional Art: An Introduction to Information Graphics and Visualization.” *Visual Communication Quarterly*, 19(4), 257-259.

Articles in professional publications

Regular columnist for the *Online Journalism Review* ([ojr.org](http://ojr.org)), a widely circulated publication of the Knight Digital Media Center, a partnership between the USC Annenberg School of Communication and the UC-Berkeley Graduate School of Journalism. Columns include:

“Engaging audiences in stories about climate change and the environment,” *Periodismo, medios de comunicación y cambio*

climático, ed. Leon, Bienvindeio (Salamanca, España: Comunicación Social, 2014).

“Case study: Knowledge-based journalism and the UNC News21 experience,” Journalist’s Resource. August 14, 2011. [journalistsresource.org/reference/writing/unc-news21-case-study](http://journalistsresource.org/reference/writing/unc-news21-case-study).

Ruel, Laura and Paul, Nora. “Taking a ride with carousels,” Online Journalism Review. February 4, 2009 <<http://www.ojr.org/ojr/people/paulruel/200902/1639/>

### **Juried creative works**

Ruel, Laura (executive producer: provided overall direction and ultimate editorial guidance). “Powering a nation: The quest for energy in a changing USA,” the Carnegie Knight Initiative on the Future of Journalism Education and UNC-Chapel Hill, July 2009, 2010, 2011, 2012, 2013 and 2014.

### **Non-juried creative work**

Ruel, Laura, Ignacia Errazuriz, Maria and Besprosvan, Karina. “Eyetracking and Usability of Chilean Websites,” Published by DiSEL: Digital Storytelling Effects Lab. March 2009

## **JoAnn Sciarrino** **Knight Chair in Digital Advertising and Marketing**

### **Refereed journal article**

Leveraging the Virtuous Circle of Brand and the Extended, Journal of Marketing Theory and Practice, vol 22, no.2, Spring 2014, pp 147-148

### **Non-juried Creative Work**

Contributor, UNC Digital Lab Blog

Book Sidebar/Excerpt: Advertising as the Art of Storytelling, sidebar feature in “Saving Community Journalism: The Path To Profitability,” Abernathy, Penelope Muse, UNC Press, 2014, pp 167-168.

## **Dr. Donald L. Shaw** **Kenan Professor Emeritus**

### **Book chapters**

Coleman, Renita, McCombs, Maxwell, Shaw, Donald, and Weaver, David (2009) “Agenda Setting,” Chapter 11 in Karin Wahl-Jorgensen and Thomas Hanitzsch, eds., The Handbook of Journalism Studies (New York and London: Routledge, 2009), pp. 147-160.

### **Refereed journal articles**

“Celebrating Forefathers . . . Or Picnicking with Firecrackers? A Content Analysis Study of American Newspaper Celebrations of the July 4th Independence Day, 1820-1860.” Media History Monographs, 2013-2014 edition. (with Thomas Terry and Caitlin Hourigan)

Basilaia, E., McKeever, R., & Shaw, D. (2012). Narrating Conflict. Proceedings of the International Association for Media and Communication Research (IAMCR) Conference, Political Communication Research Section. Durban, South Africa. July 15-20,

2012.

McKeever, R., Basilaia, E., & Shaw, D. (2012). The Natural Framing of Military Conflict News: The 2008 Russian Invasion of Georgia in Resonance, *Izvestia* and *The New York Times*. Proceedings of the Association for Education in Journalism and Mass Communication Conference, Newspaper Division. Chicago, Aug. 9-12, 2012.

Terry, Thomas C., Donald L. Shaw, and Bradley J. Hamm, "Pius, Pure, Submissive, and Domestic? The Transformation and Representation of Women in American Newspapers, 1820-1860," *The Atlanta Review of Journalism History*, 10:1 (Spring 2012), 1-24.

Shaw, D., "Seeking the H Zone: How we mix media messages to create compatible community in the emerging papyrus society," *Central European Journal of Communication*, 2 (2010), 23-36. (with Sherine El-Toukhy and Tom Terry).

Shaw, D., Tran, H., McCombs, M., & McKeever, R. (2010). "Imagining Community: Media Agenda Setting, Social Melding, and Mediamorphosis, A Meta Analysis." Proceedings of the Eight International Symposium of the Association of Turkish and American Communication Scholars: Communication in the Millennium, Anadolu University, Eskişehir, Turkey. May 25-30, 2010.

Weaver, D.H., Wojdyski, B., McKeever, R., & Shaw, D. (2010). "Vertical and—or Versus? Horizontal Communities: Need for Orientation, Media Use and Agenda Melding." Proceedings of the Annual Convention of the World Association for Public Opinion Research, Chicago, May 5-8, 2010.

### **Refereed conference research papers**

"A Tremendous and Baleful Aspect: Conscription in the Civil War through the Pages of Federal and Confederate Newspapers in 1863," Paper presented on Thursday, November 9, 2013, at the Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee, Chattanooga. By Thomas C. Terry and Donald L. Shaw.

Donald Shaw, with Caitlin Hourigan and Tom Terry, "Celebrating Forefathers...or Picnicking with Firecrackers? A Content Analysis of American Newspaper Celebrations of the July 4th Independence Day Celebrations," Presented in Chattanooga, Tennessee, at the Symposium, on 19th Century Press, the Civil War, and Free Expression at the University of Tennessee at Chattanooga, Sept. 12, 2010.

Top Paper Award – at the Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee, Chattanooga, TN. "Celebrating Forefathers . . . Or Picnicking with Firecrackers? A Content Analysis Study of American Newspaper Celebrations of the July 4th Independence Day, 1820-1860." Co-author with Thomas Terry and Caitlin Hourigan. Nov. 11-13, 2010.

Donald Shaw. "Imagining Community: Media Agenda Setting, Social Melding, and Mediamorphosis, A Meta Analysis," Paper presented at the 2010 Meeting of the Turkish-American Scholars, Istanbul, Turkey, May 2010. With Hai Tran, Max McCombs, and Robert McKeever)

Donald Shaw. "Need or Orientation, Media Use and Agenda Melding: Vertical and/or Horizontal Media Communities," Paper presented at WAPOR (World Association for Public Opinion Research) 63rd annual conference, Chicago, May 11-13, 2010. with David Weaver, Bartosz Wojdyski, and Robert McKeever).

Donald Shaw. "Of All Eloquence, Of All Arguments: Newspaper Framing of the Career of Dale Earnhardt, Sr.: Nouns, Adjectives, and Affect – Level 3 Agenda Setting?" Western Social Science Association convention, Salt Lake City. Co-author with Brooke Ericson, and Sherine El-Toukhy – April 13-16, 2011.

Donald Shaw. "A Disappointed Lion Withdraws from a Sheepfold: Turning Points in History—Was Gettysburg One?" Paper presented at the Symposium on the 19th Century Press, the Civil War and Free Expression," University of Tennessee at Chattanooga, Nov. 10, 2011. (Authors, in order, Taylor Rankin, Donald Shaw, Spencer Barnes, Thomas Terry, with Kaylon Kirk, Brittany Hayes, and Peter Von Stein)

Donald Shaw. "The Media and Social Instability," Presentation to Mleague, Communication University, Beijing, China,

Sunday, October 21, 2012. With Chris Vargo.

Donald Shaw. "To Always Be The Tocsin: Josephus Daniels, the News & Observer and the Beginnings of Jim Crow," Paper presented at the Symposium on the 19th Century Press, the Civil War and Free Expression," University of Tennessee at Chattanooga, Friday, November 11, 2011. With Thomas Terry.

Donald Shaw. "Turning Points in History: Does Knowing How the Story Came Out Make a Difference?" Dinner speaker, Thursday, November 10, 2011, at the Symposium on the 19th Century Press, the Civil War and Free Expression, University of Tennessee at Chattanooga, November 10-12, 2011.

Donald Shaw. "Vertical and—or Versus?—Horizontal Media Communities: Need for Orientation, Media Use and Agendamelding," Paper presented at WAPOR Annual Convention, Chicago, Illinois, May 2010. With David Weaver, Bartosz Wojdyski, and Robert McKeever.

Thomas C. Terry and Donald L. Shaw, "Rebel Yells and Idle Vaporings: The Lost Cause Rises and Dissipates in the Chicago Tribune, Atlanta Constitution, and New York Times, 1860-1914," Paper presented at the Symposium on the 19th Century Press, the Civil War and Free Expression, Chattanooga, Tennessee, Nov. 9, 2012.

Vargo, C. and Shaw, D. (2013). When Motivated Reasoning Mediates Agenda Setting: Effects in the 2012 Republican Presidential Primaries. Paper presented to the annual conference of Media and the Public Sphere, Athens, Georgia, September 2013.

Vargo, C., Lei, G., Shaw, D. and McCombs, M.E. (2013). Network Issue Agendas on Twitter during the 2012 U.S. Presidential Election. Paper presented to the annual conference of AEJMC, Washington, D.C. August 2013.

"The Natural Framing of Military Conflict News: The 2008 Russian Invasion of Georgia in Resonance, Izvestia and the New York Times," Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Chicago, Illinois, August 11, 2012. (with Robert McKeever and Ekaterina Basilaia and Ivane Javakhishvili)

Award of Excellence (with Co-authors) for: Paper (with Caitlin Hourigan and Tom Terry) "Celebrating Forefathers...or Picnicking with Firecrackers? A Content Analysis of American Newspaper Celebrations of the July 4th Independence Day Celebrations," Presented in Chattanooga, Tennessee, at the Symposium, on 19th Century Press, the Civil War, and Free Expression at the University of Tennessee at Chattanooga, Sept. 12, 2010.

## Reviews

Review, *Becoming the Second City: Chicago's Mass News Media, 1833-1898*, by Richard Junger (Urbana: University of Illinois Press, 2010, 235 pp.), *Capturing the News: Three Decades of Reporting Crisis and Conflict*, by Anthony Collins (Columbia: University of Missouri Press, 2010, 187 pp.), and *Mass Deception: Moral Panic and the U.S. War on Iraq*, by Scott A. Bonn (New Brunswick, NJ: Rutgers University Press, 2010, 190 pp.) in *Journalism & Mass Communication Quarterly*, Vol. 90, No. 1, Spring, 2013, pp. 194-195, with Thomas C. Terry, Idaho State University.

Review: *Corporate Reputation and the News Media: Agenda-Setting within Business News Coverage in Developed, Emerging, and Frontier Markets*. Craig Carroll, ed. New York, NY: Routledge, 2011. 464 pp., hdbk, in *Journalism and Mass Communication Quarterly*, Volume 89, Number 3, Fall 2012, pp. 523-524.

Review: *Journalism in the United States: Concepts and Issues*. By Edd Applegate. Lanham, MD: Scarecrow Press, 2011. 164 pp., in *Journalism and Mass Communication Quarterly*, Volume 89, Number 2, Summer 2012, pp. 231-232. (with Robert McKeever)

Review. Shaw, D., & McKeever, R. (2012). *Journalism in the United States: Concepts and Issues*. *Journalism & Mass Communication Quarterly*, 89(2) 2012.

Review. Shaw, D., & McKeever, R. (2012). *Valuation and Media Ecology: Ethics, Morals and Laws*. *Journalism & Mass Communication Quarterly*, 89(2) 2012.

Book Review, *Mightier Than the Sword: How the News Media Have Shaped American History*, 2d ed. Roger Streitmatter, Boulder, CO: Westview Press, 2008. (with Erin Coyle), in *Journalism & Mass Communication Quarterly*, 85:4 (Winter 2008),

pp. 947-948.

Review of Robert B. Davies, *Baldwin of the Times: Hanson W. Baldwin, A Military Journalist's Life, 1903-1991* (Annapolis, Maryland: Naval Institute Press, 2011). Pp. 339, for [www.h-net.org/review](http://www.h-net.org/review)

Review, *H-Net Reviews in the Humanities and Social Sciences*, Robert B. Davies, *Baldwin of the "Times": Hanson W. Baldwin, a Military Journalist's Life, 1903-1991*. Annapolis: Naval Institute Press, 2011. x + 399pp. cloth), ISBN 978-1-61251-048-4. Published on H-War (July, 2012).

Review, *Digital Diasporas: Identity and Transnational Engagement*. Jennifer M. Binkerhoff. Cambridge, UK, and New York, NY: Cambridge University Press, 2009. 275 pp. (with Thomas C. Terry).

## **Dr. Janas Sinclair** **Adjunct Associate Professor** **(retired as a faculty member June, 2013; remains affiliated as an unpaid adjunct)**

### **Book chapters**

Sinclair, J. & Miller, B. (2012). Public Response Before and After a Crisis: Appeals to Value and Outcomes for Environmental Attitudes. In L. Ahern & D. S. Bortree (Eds.), *Talking Green: Exploring Contemporary Issues in Environmental Communications* (pp. 105-128). New York: Peter Lang.

Sinclair, J., & Miller, B. (2010). Understanding public response to technology advocacy campaigns: A persuasion knowledge approach. In L. Kahlor & P. Stout (Eds.), *Communicating Science: New Agendas in Communication* (pp. 88-108). New York: Routledge.

### **Encyclopedia entries**

Sinclair, J. (2010). Science in advertising. In S. H. Priest (Ed.), *Encyclopedia of Science and Technology Communication* (pp. 706-709). Thousand Oaks, CA: Sage.

### **Refereed journal articles**

Miller, B., & Sinclair, J. (2012) "Risk Perceptions in a Resource Community and Communication Implications: Emotion, Stigma, and Identity." *Risk Analysis*, 32 (3), 483-495.

Miller, B., & Sinclair, J. (2009). A model of public response to marketplace advocacy. *Journalism and Mass Communication Quarterly*, 86 (3), 613-629.

Sinclair, J., & Miller, B. (2009). Understanding consumer response to corporate fair trade messages. In R. Terlutter, S. Diehl, M. Karmasin, & E. Smit (Eds.), *Proceedings of the 8th ICORIA: International Conference on Research in Advertising* (pp. 1-9). Alpen-Adria Universitat Klagenfurt: Klagenfurt, Austria.

Miller, B., & Sinclair, J. (2009). Community stakeholder responses to advocacy advertising: Trust, accountability, and the Persuasion Knowledge Model. *Journal of Advertising*, 38 (2), 37-51.

### **Refereed conference research papers**

Miller, B., & Sinclair, J. (2014). U.S. public response to corporate environmental messages. Paper to be presented to the annual meeting of the International Communication Association, Seattle.

Miller, B., & Sinclair, J. (2014). The ethics and boundaries of industry environmental campaign. Paper to be presented to the Fourth Iowa State University Summer Symposium on Science Communication, Ames, Iowa.

Chhotu-Patel, S., Kim, Y., & Sinclair, J. (2010). Teaching advertising media planning in a changing media landscape. Paper presented to the annual meeting of the American Academy of Advertising, Minneapolis.

### **Reviews**

Sinclair, J. (2009). Review of *Why it Sells: Decoding the Meanings of Brand Names, Logos, Ads, and Other Marketing and Advertising Ploys*, by Marcel Danesi. *Journalism and Mass Communication Quarterly*, 86 (2), 482-484.

Sinclair, J. (2009). Review of *Signs of Opportunity: How Lamar Advertising Grew into the Biggest Billboard Business in America*, by Dan Marin. *Journalism and Mass Communication Quarterly*, 86 (3), 720-722.

## **Chad A. Stevens** **Assistant Professor**

### **Book chapters**

Scientific American Environmental Science for a Changing World (ISBN #1-4292-1972-6). Video featured in the ancillary materials for this environmental sciences textbook. 2013. [www.whfreeman.com/environmentalscienceforachangingworld](http://www.whfreeman.com/environmentalscienceforachangingworld)

### **Articles in professional publications**

National Geographic Proof photography blog, *Seeing the Unseen Appalachia: Overburden*, a Documentary Film. June 6, 2014.

### **Reviews**

Stevens, Chad A. "The Last Mountain." *Journal of Appalachian Studies* 18.1,2 (2012): 316-19. Print.

### **Professional media collaborations**

Caught in the Crossfire, Los Angeles Times, Multimedia story editor for the Los Angeles Times Pulitzer Prize-winning photography and documentary project, *Caught in the Crossfire*, an investigative report on gang violence, Role: Story editor. December 2010. [www.latimes.com](http://www.latimes.com).

### **Documentary filmmaking**

Leveling Appalachia: Our Choice edit, Video included in iPad App enhanced ebook version of *Our Choice* by Al Gore, Length: 4:00, Role: Concept, cinematography, editing and production. May 2011. [www.pushpoppress.com/ourchoice](http://www.pushpoppress.com/ourchoice).

### **Non-juried creative works**

The Power of Photography, National Geographic: 125 Years, Annenberg Space for Photography, The Annenberg Space for Photography is a premiere gallery in Los Angeles, Calif., exhibiting digital and print photography. Exhibition of the National Geographic short film. October 2013.

Witness: Defining Conservation Photography, Forward Thinking Museum, Forward Thinking Museum is an innovative, online museum hosting world-renowned artists in a variety of media. Exhibition of the film. April 2011.

Appalachia!, Dairy Barn Arts Center, Exhibition of three photographs in the national, juried photography exhibition, Athens, Ohio. September 2010.

Western Kentucky University Hearst Exhibition 1990-2009, Western Kentucky University Mass Media and Technology Hall Gallery, Group photography exhibition, Bowling Green, Ky., February 2010.

Intended Consequences, Galapagos Art Space, Exhibition of the film and accompanying photography, Brooklyn, N.Y., September 2009.



Intended Consequences, Aperture Gallery, Exhibition of the film and accompanying photography, New York, N.Y., April 2009.

### **Documentary filmmaking**

In Coal Country, a Community Fights for Wind, National Geographic Magazine. This short documentary was published with the April 2014 feature article, Can Coal Ever Be Clean?. March 20, 2014.

Celebrating the Power of Photography, National Geographic Magazine video series. October 2013.

United Nations Population Fund's End Child Marriage campaign video. September and October 2012.

Leveling Appalachia: Our Choice editor. May 2011.

Change from Within: Three Stories from New Orleans, Open Society Foundations, August 2010.

Expanding the Circle: The Engaged Photographer, Open Society Foundations, August 2009.

Leveling Appalachia: The Legacy of Mountaintop Removal Coal Mining, Yale University Environment 360 magazine. October 2009.

Witness: Defining Conservation Photography, International League of Conservation Photographers. 2009.

### **Licensed work**

Iraq, 10 Years On, CNN.com, Excerpts of a previous documentary, Marlboro Marine (Role: Editor and Producer), were incorporated in this short documentary that premiered on CNN as part of their coverage of the 10 year anniversary of the beginning of the Iraq War. Broadcast date: March 19, 2013.

Sanctity of Sanctuary: Paul Strauss and the Equinox Farm directed by Blis Hanousek DeVault, Footage featured in this documentary, winner of Best Environmental Film at the Byron Bay International Film Festival. Broadcast date: March 2013.

If God is Willing And Da Creek Don't Rise directed by Spike Lee, HBO Documentaries, Footage featured in this four-hour documentary focusing on the rebirth of New Orleans five years after Hurricane Katrina, Role: Cinematography. Broadcast date: August 2010

Deep Down directed by Jen Gilomen and Sally Rubin, PBS Independent Lens, Footage featured in Deep Down, a one-hour documentary about mountaintop removal coal mining in eastern Kentucky, Role: Cinematography. Broadcast date: 2010.

Harnessing Coal River Wind in Appalachia with Lorelei Scarbro, Copenhagen Climate Conference, Footage licensed for the international climate conference for public presentation and online broadcast, Role: Cinematography. Broadcast date: December 2009.

How to Boil a Frog directed by Jon Cooksey, Footage featured in How to Boil a Frog, an 88-minute documentary about climate change. Role: Cinematography. Broadcast date: 2010.

Barack Obama's Coal Conundrum, BBC News, Footage licensed for the BBC online and international television broadcast, Role: Cinematography. Broadcast date: December 2009.

Coal in Kentucky, University of Kentucky, Footage featured in Coal in Kentucky, a one-hour documentary about the role of coal in Kentucky's history and economy. Role: Cinematography. Broadcast date: October 2009.

Face-off at Coal River Mountain, Al Jazeera, Footage licensed for the Al Jazeera online and international television broadcast, Role: Cinematography. Broadcast date: July 2009.

### **Professional Media Collaborations**

Moving Walls 21 video series, Open Society Foundations, Story editor and project leader. March 2014.

Moving Walls 20 video series, Open Society Foundations, Story editor and project leader. October 2013.

Moving Walls 19 video series, Open Society Foundations, Story editor and project leader. July 2012.

Moving Walls 18 video series, Open Society Foundations, Story editor and project leader. July 2011.

Mary Babcock Foundation. Consultant. April 2012.

Duke University Center for Documentary Studies, Time of Our Lives: Living with Brain Cancer. Story editor. Fall 2011.

Documentary Photography Production Grants video series, Open Society Foundations, Story editor and project leader. May 11 2011. [www.opensocietyfoundations.org/initiatives](http://www.opensocietyfoundations.org/initiatives).

### **Photography Published on Online News Publications**

West Virginia's Complicated Relationship with Mining, CNN.com, A selection of 15 photographs focused on mountaintop removal coal mining, March 31, 2013.

Lisa Jackson's Choice on Dec. 1st: Crucify Appalachia or Stand Up to Big Coal Lobby by Jeff Biggers, Huffington Post, Photography publication. Nov. 29, 2010.

Massey Energy Mine Disaster Memorial, msnbc.com, Photography publication. April 6, 2010.

Coal River Wind Project public service announcement, Hulu. 2009.

Foundation Rwanda public service announcement, Hulu, 2009.

## **John Sweeney** **Distinguished Professor in Sports Communication**

### **Book chapters**

"The Strategy behind Sports Advertising," in 10th edition of Advertising Principles and Practice, Wells, Moriarty, Mitchell. 2013.

"Advertising through Sports," in ninth edition of Advertising: Principles and Practice, by Wells, Moriarty and Mitchell, 2010.

### **Articles in professional publications**

"The Future of the Tiger Woods brand," Advertising Age online, Oct. 1, 2010.

"Marketing a More Healthful Future: A moderate revolution." Futurist magazine January-February 2009, p. 26-30.

### **Nonjuried creative works**

[www.stormandlight.com](http://www.stormandlight.com) The Storm and Light Report. Web site developed on "Storm and Light forecasting" series. Subjects include: Baseball, Football, Soccer, Golf, Mountaineering, Summer Movies, Blues, Broadway, Congress, Miami Beach, Las Vegas, Egyptian tourism, Newspaper Industry, Floral industry, California wine industry.

Designed 50-page booklet for Pre-conference workshop for American Academy of Advertising national convention in Myrtle Beach, S.C. on March 15, 2012. Designed and led entire full-day workshop.

## Ryan Thornburg

### Associate Professor

#### Books

Thornburg, Ryan M. (2010). *Producing Online News: Digital Skills, Stronger Stories*. 358 pp. A college and professional textbook and subscription website that introduces students to the concepts and skills needed to produce multimedia, interactive and on-demand news. Washington, DC: CQ Press, a Division of SAGE Publications, Inc. Adopted at 65 colleges and universities in 36 states.

Yopp, J.J., McAdams, K.C., & Thornburg, R.M. (2009). *Reaching Audiences: A Guide to Media Writing*, 5th Ed. 384 pp. A college textbook for introductory news writing classes. Upper Saddle River, NJ: Allyn & Bacon, a Division of Pearson Education. Adopted at 41 schools and universities in 20 states.

#### Book chapters

“Using Digital Tools to Enhance Public Affairs Reporting,” In Abernathy, Penny *Muse Saving Community Journalism: The Path to Profitability*. pp. 131-132. Chapel Hill, N.C.: The University of North Carolina Press.

#### Refereed journal articles

“The gap between journalism online education and practice: the twin surveys.” (August 2011) Du, Ying Roselyn and Thornburg, Ryan. *Journalism and Mass Communication Educator*, Vol. 66, Issue 3, pp. 218-230.

#### Articles in professional publications

“For OpenBlock, Big Improvements From Small Newsrooms” PBS.org Idea Lab, July 31, 2013. <http://www.pbs.org/idealab/2013/07/for-openblock-big-improvements-from-small-newsrooms>

“OpenBlock Rural Finds Three Key Audiences for Open Data” PBS.org Idea Lab, Jan. 30, 2013. <http://www.pbs.org/idealab/2013/01/openblock-rural-finds-three-key-audiences-for-open-data028>

“Klout in the Classroom: Grading Students on Social Media Use” PBS.org Idea Lab, Oct. 9, 2012. <http://www.pbs.org/idealab/2012/10/klout-in-the-classroom-grading-students-on-social-media-use281>

“Why Did So Many News Outlets Not Link to Pussy Riot Video?” PBS.org Idea Lab, Aug. 21, 2012. <http://www.pbs.org/idealab/2012/08/why-did-so-many-news-outlets-not-link-to-pussy-riot-video233.html>

“Can Google Maps + Fusion Tables Beat OpenBlock?” PBS.org Idea Lab, Aug. 1, 2012. <http://www.pbs.org/idealab/2012/08/can-google-maps-fusion-tables-beat-openblock208.html>

“When News Organizations Geocode, How Accurate Are They?” PBS.org Idea Lab, July 2, 2012. <http://www.pbs.org/idealab/2012/07/when-news-organizations-geocode-how-accurate-are-they180.html>

“Integrating Knight Lessons Into the Classroom.” PBS.org Idea Lab, June 5, 2012. <http://www.pbs.org/idealab/2012/06/integrating-knight-lessons-into-the-classroom150.html>

“Pay Walls and Social Media Could Shift the Public Agenda.” PBS.org Idea Lab, April 17, 2012. <http://www.pbs.org/idealab/2012/04/pay-walls-and-social-media-could-shift-the-public-agenda104.html>

“At SXSW: Building Trust With a Penny Press for the Digital Age.” PBS.org Idea Lab, March 6, 2012. <http://www.pbs.org/idealab/2012/03/at-sxsw-building-trust-with-a-penny-press-for-the-digital-age059.html>

Comment to the Federal Communications Commission. “Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations.” MB 00-168. Jan. 17, 2012. (Cited in FCC final rule as published in the May 11, 2012 Federal Register. 77 FR 27631)

“OpenBlock: Can You Explain Data to a Computer AND a Human?” PBS.org Idea Lab, Dec. 22, 2011. <http://www.pbs.org/idealab/2011/12/openblock-can-you-explain-data-to-a-computer-and-a-human355.html>

“Feeding OpenBlock: A New Newsroom Pet That Eats Elements.” PBS.org Idea Lab, Nov. 17, 2011. <http://www.pbs.org/idealab/2011/11/feeding-openblock-a-new-newsroom-pet-that-eats-elements314.html>

“OpenBlock to Help Rural Newspapers Get Access to Public Data.” PBS.org Idea Lab, Oct. 28, 2011. <http://www.pbs.org/idealab/2011/10/openblock-to-help-rural-newspapers-get-access-to-public-data299.html>

Non-juried Creative Work

“Citizen journalists can fill the gaps.” *The News & Observer*. Op/Ed column co-authored with Fiona Morgan. Dec. 12, 2010. Page A25.

“The Gap Between Online Journalism Education and Practice.” SlideShare.net. “News & Politics” page feature. Aug. 10, 2010. <http://www.slideshare.net/ryan.thornburg/gap-rt-edits>

“Social Media and User Generated Content For Journalists.” SlideShare.net. “News & Politics” page feature. March 3, 2009. <http://www.slideshare.net/ryan.thornburg/social-media-and-user-generated-content-for-journalists>

“Editing Online News.” SlideShare.net. “News & Politics” page feature. Feb. 18, 2009. <http://www.slideshare.net/ryan.thornburg/editing-online-news-1035762>

## **Dr. C. A. Tuggle**

### **Reese Felts Distinguished Professor**

#### **Books**

Tuggle, C. A., Carr, F., and Huffman, S. (2013). *Broadcast News Handbook: Writing, Reporting, and Producing in a Converging Media World*. Fifth edition. New York: McGraw-Hill. Previous editions were 2001, 2004, 2007, and 2010. Russian translation completed in 2009.

#### **Book chapters**

Tuggle, C. A., Casella, P., and Huffman, S. (2010). *Live, Late-Breaking, and Broken: TV News and the Challenge of Live Reporting in America*. In Stephen Cushion and Justin Lewis (eds.), *The Rise of 24-Hour News Television, Global Perspectives*, Bern, Peter Lang Publishing Group, pp. 133-150.

#### **Refereed journal articles**

Davis, K. and Tuggle, C. A. (2012). A Descriptive Analysis of NBC’s Coverage of the 2008 Summer Olympics. *Electronic News*, June 2012 6: 51-66, DOI 10.1177/1931243112452261.

Owens, L., Tuggle, C. A., and Holman, L. (2011). Should Certification of Meteorologists Serve as a Model for all Broadcast Journalists? *Electronic News*, June 2011, 5:112-126, DOI 10.1177/1931243111408784.

#### **Refereed conference research papers**

Coche, R. and Tuggle, C. A. (2014). *Developing New Methods for Measuring Olympics Medal Success*. Paper presented at the 2014 IACS Summit on Sport and Communication. New York.

Davis, K. and Tuggle, C. A. (2009). *A Descriptive Analysis of NBC’s Coverage of the 2008 Summer Olympics*. Presented at Association for Education in Journalism and Mass Communication National Conference, Boston, August 2009.

## Dr. Lucila Vargas

### Julian W. Scheer Term Professor

#### Books

Vargas, L. (2009). *Latina Teens, Migration, and Popular Culture*. New York: Peter Lang Publishing. Series Intersections in Communication and Culture. 250 pp.

#### Book chapter

Vargas, L., Erba, J., and Comfort, R. (forthcoming). Latino media in the New Latino South: A political economy analysis. In Cepeda, M.E. and Casillas, D. I. (Eds.). *Routledge Companion to Latino Media Studies*. NY: Routledge.

#### Encyclopedia entries

Vargas, L. & Fuhlhage, M. (2011). Latino radio in the U.S. South. In Graham, A., Monteith, M. and Thomas, J. (Eds.), *The New Encyclopedia of Southern Culture* (Vol. 18, pp. 153-156). Chapel Hill: University of North Carolina Press.

Fuhlhage, M. and Vargas, L. (2011). Latino newspapers in the U.S. South. In Graham, A., Monteith, M. and Thomas, J. (Eds.), *The New Encyclopedia of Southern Culture* (Vol. 18., pp. 142-145). Chapel Hill: University of North Carolina Press.

#### Refereed conference proceedings

Vargas, L. & J. Erba. (2013). Latino newspapers in the New Latino South. *Hispanics and the Media Conference Proceedings*. Florida International University. Miami.

Refereed research conference papers: |Vargas, L. & J. Erba (Oct. 17-18, 2012). Latino newspaper in the New Latino South. *Hispanics and the Media Conference*. Florida International University. Miami.

Vargas, L. & J. Erba (2011). Digital teaching-learning projects on diversity. *International Communication Association*. Boston.

Vargas, L. (June 11-14, 2009). The politics of belonging among transnational Latina teenagers. *Latin American Studies Association*, Rio de Janeiro, Brazil.

#### Review

Rodríguez, D. (2010). *Hispanic Journal of Behavioral Science* (32), 185. López, A. *Journal of Latinos in Education*, 10(2), 170-172.

Lyon, J. (2013). *Latino Studies*. (11)3, 445-446. Thornton, N. (2010). *Feminist Media Studies* (10)2, 250-251.

## Jan Yopp

### Walter Spearman Professor

### Dean of the Summer School

#### Books

Yopp, Jan Johnson, and McAdams, Katherine C. *Reaching Audiences: A Guide to Media Writing*, Allyn & Bacon, Sixth Edition, 2013.

Yopp, Jan Johnson, McAdams, Katherine C. and Thornburg, Ryan, *Reaching Audiences: A Guide to Media Writing*, Allyn & Bacon, Fifth Edition, 2010.