

**Curriculum Vitae
of
Dr. RHONDA GIBSON**

EDUCATION

- May 1993 Doctor of Philosophy in Mass Communication, University of Alabama.
Dissertation: "Exaggerated Versus Representative
Exemplification in News Reports: Perception of
Issues and Personal Consequences."
Adviser: Dr. Dolf Zillmann
- June 1986 Bachelor of Science in Mass Communication, University of Tennessee.
Major in journalism. Graduated with highest honors.

ACADEMIC PROFESSIONAL EXPERIENCE

- July 2020-
Present James H. Shumaker Term Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- July 2018-
June 2020 James H. Shumaker Term Associate Professor
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- July 2017-
June 2020 Director of the MA in Digital Communication Program
Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
- July 2003-
June 2018 Associate Professor
School of Media and Journalism
University of North Carolina at Chapel Hill
- July 2012-
June 2013 Associate Dean for Graduate Studies
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- Jan. 2010-
June 2014 Director of the MA in Technology & Communication Program
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- July 2006-
July 2010 Director of the Ph.D. Program
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill
- July 2001-
July 2003 Assistant Professor
School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

Sept. 1997- June 2001 Assistant Professor
 Department of Mass Communications
 Texas Tech University

Sept. 1995- Sept. 1997 Assistant Professor
 Department of Communication
 University of Houston

June 1993- Aug. 1995 Assistant Professor
 Department of Communication Studies
 University of Alabama at Birmingham

NON-ACADEMIC PROFESSIONAL EXPERIENCE

1998 Summer Medical Reporter/ASNE Fellow
 Gannett News Service—Arlington, Virginia

1989-1992 Page Designer (part-time)
Alabama Alumni Magazine
 University of Alabama, Tuscaloosa

1988-1989 Assistant Director of Public Relations
 Belmont College—Nashville, Tennessee

1986-1988 Medical News Reporter
 Nashville Banner—Nashville, Tennessee

HONORS/AWARDS

James H. Shumaker Term Associate Professorship, August 2018-present.

Association for Education in Journalism and Mass Communication Research Prize for Professional Relevance, 3rd Place, 2019.

Top Faculty Paper Award, LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, 2017.

Top Faculty Paper Award, LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, 2015.

Top Faculty Paper Award, Internships and Careers Interest Group of the Association for Education in Journalism and Mass Communication, 2015.

Top Faculty Paper award, Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication, 2013.

Academic Leadership Development Program Fellow, 2006-2007
 UNC-CH Institute for the Arts and Humanities

Top Paper Award, News Division, Broadcast Education Association, 2003

Top Paper Award, News Division, Broadcast Education Association, 2002

Top Paper Award, Open Division, Southeast Colloquium, 2002

Communicator of the Year Award, Association for Women in Communications, 2001

L.U. Kaiser Innovative Teaching Award, Texas Tech University, 2001

Top Paper Award, News Division, Broadcast Education Association, 2000

President's Award for Excellence, Association for Women in Communications, 1999

Top Paper Award, Multicultural Division, Broadcast Education Association, 1999

Teacher of the Year, Agriculture Communicators of Tomorrow, 1997-98

Bronze Quill Award of Excellence for the project "Charting an Academic Course," International Association of Business Communicators, 1996

Outstanding Dissertation Award, College of Communication, University of Alabama, 1994

PUBLICATIONS

Books

Gibson, R. (2018). *Same-sex marriage and social media: How social networks accelerated the marriage equality movement*. London: Routledge.

Articles and Book Chapters (Peer-Reviewed)

Gibson, R., & Thompson, J. (in press). Theories of media stereotypes. In A. B. Billings & S. Parrott (Eds.), *Media stereotypes: From ageism to xenophobia*.

Gibson, R., & Callison, C. (2018). Effects of statistical information in news reports on individuals' recall and understanding of events and issues: Implications for journalistic practices. In A. Nguyen (Ed.), *News, numbers, and public opinion in a data-driven world* (pp. 163-176). London: Bloomsbury Publishing.

Gibson, R. (2017). Using quotations in health and risk message design. *Oxford Research Encyclopedia of Communication*. DOI: 10.1093/acrefore/9780190228613.013.537

Book Chapters (Invited)

Gibson, R. (2006). Media coverage of the U.S. ban on gays in the military. In L. Castaneda & S. Campbell (Eds.), *News and sexuality: Media portraits of diversity*, (pp. 191-212).

Gibson, R. (2006). From Zero to 24/7: Images of sexual minorities on television. In L. Castaneda & S. Campbell (Eds.), *News and sexuality: Media portraits of diversity*, (pp. 257-278).

Gibson, R. (2002). Effects of photography on issue perceptions. In J. Bryant, D. Roskos-Ewoldsen & J. Cantor (Eds.), *Communication and emotion: Essays in honor of Dolf Zillmann*. (pp. 323-348).

Zillmann, D., & **Gibson, R.** (1997). The evolution of the horror genre. In J.B. Weaver & R. Tamborini (Eds.), *Horror films: Current research on audience preference and reactions*, (pp. 15-32).

Refereed Journal Articles

Mino, P., & **Gibson, R.** (2019). Intercultural competencies needed for evolving media professions: Educating the next generation of globally minded communicators. *Journalism & Mass Communication Educator*. Online first: <https://doi.org/10.1177/1077695819893863>

Cabosky, J., & **Gibson, R.** (2019). A longitudinal content analysis of the use of radical and mainstream, pro- and anti-LGBT organizations as sources in The New York Times and The Washington Post. *Journal of Homosexuality*. Online first: <https://doi.org/10.1080/00918369.2019.1656031>

Etheridge, C., & **Gibson, R.** (2019). Dog-involved biting? Constructions of culpability in news stories about officer-involved shootings. *Howard Journal of Communications*. Online first: <https://doi.org/10.1080/10646175.2019.1611506>

Wu, L. & **Gibson, R.** (2017). Control frames dominate E-cigarette news articles. *Newspaper Research Journal*, 38(2), 245-258.

El Toukhy, S., Holman, L., & **Gibson, R.** (2017). Exemplifying risk: Effects of health exemplars and risk prevalence on perceived susceptibility, severity, and vaccination intentions. *International Journal of Communication and Health*, 5(12). <http://communicationandhealth.ro/no-122017/>

Stevens, E. M., & **Gibson, R.** (2017). An examination of mastery- and performance-based orientations in strategic communication syllabi and suggestions for rhetorical and pedagogical improvement. *Journal on Excellence in College Teaching*, 28(2), 61-80.

McIntyre, K., & **Gibson, R.** (2016). Positive news makes readers feel good: A “silver-lining” approach to negative news can attract audiences. *Southern Communication Journal*, 81(5), 304-315.

Blankenship, J.C., & **Gibson, R.** (2016). Learning alone, together: Closed-cohort structure in an online journalism and mass communication graduate program. *Journalism & Mass Communication Educator*, 71(4), 425-439.

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.
- Hester, J.B., & **Gibson, R.** (2007). The agenda-setting function of national vs. local media: A time-series analysis for the issue of same-sex marriage. *Mass Communication and Society*, 10 (3), 299-318.
- Gibson, R.**, & Hester, J.B. (2007). Effects of sources in coverage of same-sex marriage. *Newspaper Research Journal*, 28(2), 71-81.
- Hester, J.B., & **Gibson, R.** (2007). Consumer responses to gay-themed imagery in advertising. *Advertising & Society Review*, 8(2), http://muse.jhu.edu/journals/asr/v008/8.2hester_gibson.html
- Hester, J.B., & **Gibson, R.** (2007). The relationship between tone of TV news coverage and public opinion for a controversial issue. *Electronic News*, 1(2), 89-102.
- Gibson, R.** (2004). Coverage of gays and lesbians in newspaper lifestyle sections: A content analysis. *Newspaper Research Journal*, 25(3), 90-95.
- Hester, J.B., & **Gibson, R.** (2003). The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy. *Journalism & Mass Communication Quarterly*, 80(1), 73-90.
- Gibson, R.**, & Hester, J.B. (2002). Reporters as sources: To what degree do broadcast news personnel offer expert testimony in news stories? *Web Journal of Mass Communication Research*, 5(1), <http://www.scripps.ohiou.edu/wjmc/vol05/5-1a.htm>.
- Knobloch, S., Zillmann, D., **Gibson, R.**, & Karrh, J.A. (2002). Effects of issue salience on the acquisition of qualitative and quantitative information from news reports, *Zeitschrift fur Medienpsychologie*, 14(1), 14-22.
- Gibson, R.**, Hester, J.B., & Stewart, S. (2001). The effects of extracted quotation in news stories on issue perception. *Newspaper Research Journal*, 22(2), 66-78.
- Gibson, R.**, & Zillmann, D. (2000). Reading between the photographs: The influence of incidental pictorial information on issue perception. *Journalism & Mass Communication Quarterly*, 77 (2), 355-366.

Gibson, R., & Hester, J.B. (2000). Student understanding of the use of quotes and paraphrases. *Journalism and Mass Communication Educator*, 54(4), 59-66.

Gibson, R., Aust, C.F., & Zillmann, D. (2000). Loneliness of adolescents and their choice and enjoyment of love-celebrating versus love-lamenting popular music. *Empirical Studies of the Arts*, 18(1), 43-48.

Gibson, R., Hudson, J.C., & Watts, L. (1999). Low recall of local television health care news segment topics, sponsors and program names. *Health Marketing Quarterly*, 17 (2), 55-65.

Gibson, R., Hudson, J.C., & Melanson, W. (1999). Broadcast media usage patterns and preferences of Hispanics in three large southwestern markets. *Southwestern Mass Communication Journal*, 15, 1-13.

Gibson, R., & Hudson, J. C. (1999). Time spent with media by seniors. *Southwestern Mass Communication Journal*, 14 (2), 38-46.

Zillmann, D., **Gibson, R.,** & Sargent, S. L. (1999). Effects of photographs in news-magazine reports on issue perception. *Media Psychology*, 3, 207-228.

Gibson, R., & Zillmann, D. (1998). Effects of citation in exemplifying testimony on issue perception. *Journalism & Mass Communication Quarterly*, 75(1), 167-176.

Zillmann, D., **Gibson, R.,** Sundar, S., & Perkins, J.W. (1996). Effects of exemplification in news reports on the perception of social issues. *Journalism Quarterly*, 73, 427-444.

Zillmann, D., **Gibson, R.,** & Aust, C.F. (1995). Radical Rap: Does it further ethnic division? *Basic and Applied Social Psychology*, 16 (1&2), 1-25.

Gibson, R., & Zillmann, D. (1994). Exaggerated versus representative exemplification in news reports. *Communication Research*, 21, 603-624.

Gibson, R., & Zillmann, D. (1993). The impact of quotation in news reports on issue perception. *Journalism Quarterly*, 71, 793-800.

Zillmann, D., **Gibson, R.,** Ordman, V., & Aust, C. (1994). Effects of upbeat stories in broadcast news. *Journal of Broadcasting & Electronic Media*, 38, 65-78.

Gibson, R., Yi, H., & Zillmann, D. (1993). Incidental learning from radio advertisements with and without curiosity-arousing questions. *Advances in Consumer Research*, 21, 282-285.

Riffe, D., Aust, C., **Gibson, R.,** Viall, E., & Yi, H. (1993). International news and borrowed news in the New York Times: An update. *Journalism Quarterly*, 70, 638-646.

Refereed Conference Papers and Panel Presentations

“Theories of media stereotypes” by Rhonda Gibson. Panel presentation scheduled for the National Communication Association, November 2020.

“Intercultural competencies needed for evolving media professions: Educating the next generation of globally minded communicators” by Pablo Mino and Rhonda Gibson. Paper presented to the Careers and Internships Interest Group of the Association for Education in Journalism and Mass Communication, August 2019. **Winner of AEJMC Research Prize for Professional Relevance, 3rd place.**

“Teaching and reporting on the intersection of religion and sexuality: Covering the Masterpiece Cakeshop case” by Rhonda Gibson. Panel presentation to the Religion and Media Interest Group of the Association for Education in Journalism and Mass Communication, August 2019.

“Taming the trolls: Preparing students to deal with harassment and abuse online” by Rhonda Gibson. Panel presentation to the LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, August 2018.

“Families in transition: News coverage of transgender lives and issues within a family context,” by Rhonda Gibson and Deborah Dwyer. Paper presented to the LGBTQ Interest Group of the Association for Education in Journalism and Mass Communication, August 2017. **Winner of Top Faculty Paper Award.**

“Identity negotiation within the family: How transgender television characters challenge gendered family roles,” by Rhonda Gibson and Chris Etheridge. Paper presented to the LGBTQ Studies Interest Group of the International Communication Association, May 2017.

“Dog-Involved Biting? Construction of culpability in news stories about officer-involved shootings,” by Chris Etheridge and Rhonda Gibson. Paper presented to the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, August 2016.

“Effects of positive stereotypes of sexual minorities on news consumers’ attitudes and recognition of stereotypes,” by Karen McIntyre and Rhonda Gibson. Paper presented to the LGBTQ Studies Interest Group of the International Communication Association, June 2016.

“Effects of news coverage of e-cigarettes on reader attitudes and behavioral intentions,” by Rhonda Gibson and Lu Wu. Paper presented to the Open Division of the Association for Education in Journalism and Mass Communication Midwinter Conference, February 2016.

“Officer-involved shootings: An analysis of news construction of culpability,” by Chris Etheridge and Rhonda Gibson. Paper presented to the Cultural and Critical Studies Division of the Association for Education in Journalism and Mass Communication Midwinter Conference, February 2016.

“Use of pro- and anti-GLBT organizations in the news: A longitudinal content analysis,” by Joe Cabosky and Rhonda Gibson. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2015. **Winner of Top Faculty Paper Award.**

“Benefits of a closed-cohort structure in online graduate programs for advancing the career opportunities of mid-career communication professionals,” by Justin Blankenship and Rhonda Gibson. Paper presented to the Internships and Careers Interest Group of the Association for

Education in Journalism and Mass Communication, August 2015. **Winner of Top Paper Award.**

“Framing E-cigarettes: News media coverage of the popularity and regulation of ‘vaping,’” by Lu Wu and Rhonda Gibson. Paper presented to Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication, August 2015.

“What message are we sending? An examination of mastery- and performance-based motivations in advertising and public relations syllabi” by Elise Stevens and Rhonda Gibson. Paper presented to the Pedagogy Division of the International Communication Association, May 2015.

“Incidental contact with same-sex couples in non-traditional news content: An examination of exemplification and para-social contact effects” by Rhonda Gibson and Jessica Myrick. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2014.

“Enhancing faculty presence in the online classroom” by Rhonda Gibson. Panel presentation to the Communication Technology Division of the Association for Education in Journalism and Mass Communication, August 2014.

“Changes in quantitative measures for attitudes toward sexual minorities” by Rhonda Gibson. Panel presentation to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2013.

“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.**

“Quantitative research examining the effects of media images of GLBT individuals” by Rhonda Gibson. Panel presentation to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2012.

“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.

“Individual differences in exemplification effects with a focus on arithmetic ability” by Rhonda Gibson and Coy Callison. Panel presentation 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.

“Quantitative media literacy: How readers deal with numbers in news reports” by Rhonda Gibson, Coy Callison, and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 2008.

“Effects of gay and lesbian exemplars in news stories on reader perceptions,” by Rhonda Gibson, Dean Smith, and Joe Bob Hester. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2008.

“The implications of exemplification theory for newsroom diversity policies” by Rhonda Gibson. Panel presentation to the Mass Communication Division of the International Communication Association, May 2007.

“Sourcing effects in news coverage of same-sex marriage” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Media and Sexual Minorities Conference, Plymouth State University, April 2006.

“The agenda-setting function of national vs. local media: A time-series analysis for the issue of same-sex marriage” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, August 2005.

“Effects of gay-themed advertising content on emotional response, attitude toward the ad, and changes in attitude toward the brand” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, August 2005.

“Gendered relationships on television: Comparing portrayals of heterosexual and same-sex couples” by Adrienne Holz, Rhonda Gibson, and James D. Ivory. Paper presented to the GLBT Interest Group of the Association for Education in Journalism and Mass Communication, August 2005.

“Gays in the military: A second-level agenda-setting analysis of TV news coverage” by Rhonda Gibson and Joe Bob Hester. Paper presented to the RTVJ Division of the Association for Education in Journalism and Mass Communication, August 2003.

“Network television news coverage of gays and lesbians: An agenda-setting approach” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Broadcast Education Association, April 2003. **Winner of News Division Top Paper Award.**

“Second-level agenda setting and the economy: A time-series analysis of televised economic news and public opinion about the economy” by Joe Bob Hester and Rhonda Gibson. Paper presented to the News Division of the Broadcast Education Association, April 2002. **Winner of News Division Top Paper Award.**

“Coverage of gays and lesbians in newspaper lifestyle sections: A content analysis” by Rhonda Gibson. Presented to the Newspaper Division of the Southeast Colloquium, March 2002. **Winner of News Division Top Paper Award.**

“The economy and second-level agenda setting: A time-series analysis of economic news and public opinion about the economy” by Joe Bob Hester and Rhonda Gibson. Paper presented to the Open Division of the Southeast Colloquium, March 2002. **Winner of Open Division Top Paper Award.**

“Violence vs. sex: Differences in rap lyrics by male and female artists” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, August 2001.

“Toward exemplification literacy: A decade of research examining the effects of news exemplification practices on reader and viewer issue perception” by Rhonda Gibson. Panel presentation to the International Communication Association, May 2001.

“Differences in rap lyrics by male and female artists: A content analysis,” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Gender Issues Division of the Broadcast Education Association, April 2001.

“Use of mass media as a source of health care information for Medicaid recipients,” by Rhonda Gibson and Jerry Hudson. Paper presented to the SWECJMC Southwest Symposium, November 2000.

“The effects of extracted quotation in news stories on issue perception” by Rhonda Gibson, Joe Bob Hester and Shannon Stewart. Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, August 2000.

"Reporters as sources: To what degree do broadcast news personnel offer expert testimony in news stories?" by Joe Bob Hester and Rhonda Gibson. Paper presented to the News Division of the Broadcast Education Association, April 2000. **Winner of Top Paper Award.**

“Reading between the photographs: The influence of incidental pictorial information on issue perception,” by Rhonda Gibson and Dolf Zillmann. Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, August 1999.

“Media usage patterns and preferences of Hispanics in three large southwestern markets,” by Rhonda Gibson, Jerry C. Hudson, and Wayne Melanson, Paper presented to the Multicultural Studies Division of the Broadcast Education Association, April 1999.

“Paying attention to quotes: Recognizing the undetected power of direct quotations vs. paraphrases in news reports,” by Rhonda Gibson and Joe Bob Hester. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication Southeast Colloquium, March 1999.

“Effects of photographs in news-magazine reports on issue perception,” by Rhonda Gibson and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 1998.

“Time spent with media by seniors” by Rhonda Gibson and Jerry C. Hudson. Paper presented to the Western Social Sciences Association, April 1998.

“What do viewers remember about televised health care messages?” by Rhonda Gibson, Jerry C. Hudson, and Liz Watts. Paper presented to the International Academy of Business Disciplines, April 1998.

"Effects of citation in exemplifying testimony on issue perception" by Rhonda Gibson and Dolf Zillmann. Paper presented to the Association for Education in Journalism and Mass Communication, August 1997.

"Implications of adolescent loneliness for the enjoyment of love-lamenting and love-celebrating popular music," by Rhonda Gibson, Charles Aust, and Dolf Zillmann. Paper presented to the Speech Communication Association, November 1995.

"Effects of exemplification in news magazine writing on reader issue perception" by Rhonda Gibson and Dolf Zillmann. Paper presented to the Magazine Division of the Association for Education in Journalism and Mass Communication, August 1995.

"Effects of human-interest stories in broadcast news" by Rhonda Gibson, Charles Aust, and Dolf Zillmann. Paper presented to the Association for Education in Journalism and Mass Communication, August 1993.

"The evolution of the horror genre" by Rhonda Gibson and Dolf Zillmann. Paper presented to the International Communication Association, May 1993.

"Differences in content selection by male and female newspaper lifestyle editors" by Rhonda Gibson and Liz Viall. Paper presented to the 1993 AEJMC Southeast Colloquium in Tuscaloosa, AL, March 25-27.

"Quotation talks: The impact of direct vs. paraphrased quotation in news reports on issue perception" by Rhonda Gibson and Dolf Zillmann. Paper presented to the Association for Education in Journalism and Mass Communication, August 1992.

Invited Research Presentations

"Using social media to advance progressive activist causes: What we learned from the marriage equality movement." Presentation to the NC Fellows Program, January 2019.

"Who's the bully and who's the victim in Masterpiece Cakeshop?" Pennsylvania State University Pockrass Memorial Lecture, October 2018.

"The battle over marriage: Messaging strategies of proponents and opponents of marriage equality." University of North Carolina LGBTQ Graduate Speaker Series, March 2018.

"Shifting strategies in the fight for same-sex marriage." University of Alabama College of Communication and Information Sciences Research Colloquium, April 2014.

"Implications of exemplification theory for LGBT rights advocates." University of North Carolina School of Journalism and Mass Communication Mary Junck Research Colloquium, October 2011.

"Exemplification in news reports: Considerations beyond journalistic accuracy." University of Houston Faculty Symposium, April 1997.

TEACHING RECORD (Previous 5 years)***University of North Carolina at Chapel Hill***

Spring 2020

MEJO 153 Writing & Reporting (20 students)

Fall 2019

MEJO 153 Writing & Reporting (19 students)

MEJO 801 Pro-Seminar in Doctoral Education (9 students)

MEJO 992 Master's (Non-Thesis) (1 student)

Summer 2019

MEJO 141 Media Ethics (19 students)

MEJO 992 Master's (Non-Thesis) (3 students)

Spring 2019

MEJO 447 International Media Studies (14 students)

MEJO 596 Individual Study (1 student)

MEJO 992 Master's (Non-Thesis) (1 student)

MEJO 900 Reading and Research (1 student)

Fall 2018

MEJO 141 Media Ethics (55 students)

MEJO 801 Pro-Seminar in Doctoral Education (8 students)

MEJO 992 Master's (Non-Thesis) (2 students)

MEJO 994 Doctoral Research and Dissertation (1 student)

Summer 2018

MEJO 994 Doctoral Research and Dissertation (1 student)

Spring 2018

MEJO 447 International Media Studies (18 students)

MEJO 992 Master's (Non-Thesis) (1 student)

MEJO 994 Doctoral Research and Dissertation (1 student)

MEJO 900 Reading and Research (1 student)

Fall 2017

MEJO 141 Media Ethics (50 students)

MEJO 890 Pro-Seminar in Doctoral Education (7 students)

MEJO 992 Master's (Non-Thesis) (1 student)

MEJO 994 Doctoral Research and Dissertation (1 student)

Summer 2017

MEJO 715 New Media and Society (8 students)

Spring 2017

MEJO 447 International Media Studies (12 students)

MEJO 992 Master's (Non-Thesis) (1 student)

Fall 2016

MEJO 705 Theories of Mass Communication (9 students)

MEJO 890 Pro-Seminar in Doctoral Education (7 students)

MEJO 992 Master's (Non-Thesis) (1 student)

DOCTORAL DISSERTATIONS CHAIRED

Chris Etheridge, "Community, Communication, and Information: Crime and Public Safety Information-Seeking Behaviors in an Urban System," May 2019.

Joe Cabosky, "Queering Agenda Building: LGBT Advocacy Organizations and Strategic Information Flow Through Multiple Media Platforms," August 2015.

Karen McIntyre, "Constructive Journalism: The Effects of Positive Emotions and Solution Information in News Stories," May 2015.

Oscar Guerra Nunez, "Empowerment of Foreign-Born Latino Students Through the Use of Digital Educational Technologies: A Collective-Case Study," August 2014.

Meredith Clark, "To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'Black Twitter,'" December 2014. **Winner of 2015 AEJMC Mass Communication & Society Division Dissertation of the Year Award.**

Scott Parrott, "An Examination of the Use of Disparagement Humor in Online TV Comedy Clips and the Role of Audience Reaction in Its Effects," August 2013. **Winner of the 2014 AEJMC Nafziger-White-Salwen Outstanding Dissertation Award.**

Lynette Holman, "The Andrea Yates Effect: Priming of Mental Illness Stereotypes Through Exemplification of Postpartum Disorders," August 2010.

Hai Tran, "Multimedia Exemplification: The Interplay of Representation and Modality in the Processing of News and Perceptions of International Issues," May 2010.

Terri Bailey, "Effect of Message Type and Source in Advocacy Communication: Investigating Message Strategies to Combat Ageism," May 2008.

Rachel Davis Mersey, "Can the Internet Preserve Journalism? Sense of Community Differences Among Print and Online Local News Consumers," May 2007.

MASTER'S THESES CHAIRED

Elizabeth Baier (in progress)

Julia Sellers (in progress)

Melissa Liles (in progress)

Elizabeth Poindexter, "Philanthropic Mirroring in Practice: Ethical Considerations for Alumni Engagement in Higher Education Fundraising," December 2019

Paul Pogge, "Recent M&A Insights in the Technology, Media, and Telecommunications Industry," August 2019

Katie Schanze, "The Bottom Line: An Examination of the Ethical Standards and Practices of Travel Journalists and Bloggers," May 2016.

Rebekah Radisch, "Using social media to re-create a sense of place for former Kwajalein Island schoolchildren," May 2014.

Frank Taylor, "Digging down: Identifying best Internet-based fact-checking practices for new media organizations with a focus on science and archaeology," May 2014.

Emily Ogilvie, "Fake forensics, real effects? Testing the cultivating power of crime drama," May 2011.

Waynette Morley, "What to do about risk? Evaluating news reports of risk factors for disease," May 2007.

Kelly Anderson, "Cover story: The rhetorical construction of Afghan women in a *Time* feature," May 2006.

Amy Kingsley, "Sensitive listeners and children should tune out during the following broadcast: The FCC and the battle for America's Aarwaves," August 2005.

Joan Gandy, "The Congressionalization of the North Carolina House: An Analysis of Campaign Finance Reports from 1990 to 2004," May 2005.

Alexandra Obregon, "In This Country, I Am: Latino Children and Youth Growing up in America," May 2004.

Shannon Stewart, "The Effects of Extracted Quotation in News Stories on Issue Perception," May 2000.

UNDERGRADUATE HONORS THESES CHAIRED

Brian Freskos, "Trends in Coverage of the Death Penalty in North Carolina," May 2015

Catherine Sum, "Framing the Libyan conflict: The Associated Press, The New York Times, and International Angles on a 'Civil War,'" May 2012.

Laura Morrison, "How to be a Real Man: Advice on Masculinity from Maxim Magazine, 2007," May 2008.

Kayla Tausche, "How Now, Hong Kong? Analyzing Media Coverage on the Birthday of the British Handover," May 2008.

Adam Geller, "Some Stories Hurt More: The Interaction of Salience and Exemplification in News Reports," May 2005.

Jayne Anne Elrod, “The Unreal World of Reality Dating: How Reality Television Influences Emerging Adults' Perceptions of Dating Norms,” May 2004.

Ian Gordon, “The Best Thing to Happen to Men Since Women? Young Men's Views on Men's Magazines,” May 2003.

Rachel Leonard, “Growing Up in a Material World,” May 2002.

Kim Perry, “Super Sexy Super Heroines: How Female Comic Book Characters Affect Young Adult Males' Perceptions of the Female Body,” May 2002.

SUMMER UNDERGRADUATE RESEARCH FELLOWSHIPS SUPERVISED

Gabrielle Hubert, 2017

GRANTS

2016 JOMC Seed Grant for Research, \$5,000, PI

2006 JOMC Summer Grant for Research and Program-Related Activities, \$10,000, PI

2005 JOMC Summer Grant for Research and Program-Related Activities, \$2,900, PI

2003-2004 Center for the Study of Sexual Minorities in the Military Research Grant, \$1,000, PI

2003 UNC Junior Faculty Development Award, \$5,000, PI

2003 JOMC Summer Grant for Research and Graduate Program-Related Activities, \$3,000, PI

2002 UNC Center for Public Service Grant for the Women’s Prison Writing Project, \$10,000, PI

2002 UNC Course Development Grant from the Williamson Committee to Promote Gay and Lesbian Studies, \$3,333, PI

2002 JOMC Summer Grant for Research and Graduate Program-Related Activities, \$1,500, PI

1999-2001 Wendell Mayes Research Scholar Grant, Texas Tech University School of Mass Communications, \$6,000, PI

1996 Research Initiative Grant, University of Houston, \$2,000, PI

1989 Graduate Student Research Grant, University of Alabama, \$1,000, PI

SERVICE

To the Hussman School of Journalism and Media

Co-Chair, Scenarios 2020 Committee, May-June 2020

Director, Master of Arts in Digital Communication, 2010-2014 and 2017-2020

Member, Master of Arts in Digital Communication Task Force, 2017-2019

Moderator, Research Café on Gender Identity and Inclusive Language, April 2016

Member, Teaching Evaluations Task Force, 2015-2017

Member, Graduate Admissions Committee, 2014-present

Member, Mentoring Committee, 2014-2015

Chuck Stone Program Presentation: "Including Diversity in Reporting," July 2015

Member, Ph.D. Advisory Committee, 2014-present

Chair, Scholarship Committee, 2014-present

Chair, Public Relations Search Committee, 2014

Associate Dean for Graduate Studies, 2012-2013

Chair, Graduate Admissions Committee, 2012-2013

Chair, Graduate Curriculum Committee, 2012-2013

Member, IRB Review Committee, 2011-2017

Member, M.A. Task Force, 2012-2016

Edward R. Murrow Program Presentation: "U.S. News Media Ethics," UNC November 2012.

Carolina Association of Black Journalists Presentation: "Grammar for Journalists," Nov. 2012.

Carolina Association of Black Journalists Presentation: "Grammar for Journalists," April 2012.

Chair, MATC/Strategic Communication Faculty Search Committee, UNC 2012

Carolina Association of Black Journalists Presentation: "Grammar for Journalists," Oct. 2011.

Chair, MATC/New Media Faculty Search Committee, UNC 2010

Director, Ph.D. Program, 2006-2010

Member, Planning Committee for M.A. in Technology and Communication, 2009

Chair, Cole Professorship Search Committee, UNC, 2008

Member, Master's Curriculum Revision Committee, UNC, 2007-present

Member, Online Journalism Search Committee, UNC, 2007

Member, JOMC 153 Committee, UNC, 2006-present

Member, Public Relations Search Committee, UNC 2006

Chair, JOMC 53 Committee, UNC 2005-2006

Chair, Scholarship Committee, UNC 2004-2006

Chair, Minority Activities Committee, UNC 2005-2006

Coordinator, Student Research Participant Pool, UNC 2003-2006

Coordinator, Grammar Slammer, UNC 2001-2006

Member, IRB Committee, UNC 2004-2005

Member, Minority Activities Committee, UNC 2002-2005

Member, Hearst Contest Committee, UNC 2001-2004

Member, JOMC 53 Committee, UNC 2001-2004

Member, Scholarship Committee, UNC 2001-2004

Division Leader, UNC State Employees Combined Campaign, UNC 2003

Chairwoman, Texas Tech University Women's Studies Task Force, 2000-2001

Faculty adviser, Texas Tech University Student Chapter of Women in Communications, 1999-2001

Chair, Faculty Awards Committee, Texas Tech University School of Mass Communications, 1999-2000

Member, Faculty Awards Committee, Texas Tech University School of Mass Communications, 2001

School of Mass Communication Scholarship Committee, Texas Tech University, 1997-1999

Journalism Division Coordinator, Texas Tech University, 1997-1998

Editor of Update, the University of Houston School of Communication's quarterly newsletter (1995-1997)

Member of University of Houston School of Communication Policy Committee, 1996-1997

Member of University of Houston School of Communications Publications Committee, 1995-1997

Member of University of Houston School of Communication Courtyard Committee, 1995-1997

To the University

Member, General Education Oversight Committee, 2019-2020

Member, Summer Undergraduate Research Fellowship Selection Committee, 2018

Chair, Faculty Welfare Committee, 2017-2019

Member, Provost's Committee on LGBTQ Life, 2016-present

Member, Sexuality Studies Advisory Board, 2016-2019

Member, Faculty Athletics Subcommittee on College Sports, 2016-2018

Chair, Mary Turner Lane Award Committee, 2015-2016

Board Member, Association of Women Faculty and Professionals, 2013-2016

IDST 194: Modes of Inquiry Presentation: "Empirical research in journalism," September 2014.

Member, Faculty Welfare Committee, 2014-present

Member, Glass Professorship Selection Committee, 2014

Member, Graduate School Administrative Board, 2012-2018

Parr Ethics Center Presentation (with Penny Abernathy): "New Questions for the Fourth Estate," Nov. 2011.

Treasurer, Association of Women Faculty and Professionals, 2011-2014

Member, Gender Equity Committee, 2010-2011

Secretary, Association of Women Faculty and Professionals, 2010-2011

President, Association of Women Faculty and Professionals, 2007-2008

Vice President, Association of Women Faculty and Professionals, 2006-2007

Summer Undergraduate Research Fellows Selection Committee, 2006

General College Adviser, 2004-2006

Secretary, Association of Women Faculty and Professionals, 2001-2005

Speaker, Graduate Student Orientation, August 2004, August 2005, August 2006, August 2008

Safe Zone Ally, 2001-present

Speaker, Women's Week, March 2004

Member, The Daily Tar Heel Community Feedback Board, 2002

Texas Tech University Student Publications Committee, 1999-2001

"Violence in the Media" panel presentation, Texas Tech University, University Center, March 8, 2001.

Journalism faculty representative to University of Houston Undergraduate Committee, May 1996

Member of University of Alabama at Birmingham Board of Student Publications, 1993-1995

To the Discipline/Profession

Manuscript Reviewer, European Journal of Communication, 2018

Manuscript Reviewer, International Communication Association, 2016-2018

Manuscript Reviewer, Association for Education in Journalism and Mass Communication, 2013-2018

Division Head, GLBT Interest Group, AEJMC, 2012-2013

Research Chair, GLBT Interest Group, AEJMC, 2009-2010

Vice Head and Programming Chair, GLBT Interest Group, AEJMC, 2008-2009

Professional Freedom & Responsibility Chair, GLBT Interest Group, AEJMC, 2006-2007

Editorial Board, *Mass Communication and Society*, 2007-present

Editorial Board, *Newspaper Research Journal*, 2001-2015

Teaching Standards Chair, GLBT Interest Group, AEJMC, 2004-2005

Instructor, NCPA Newspaper Academy, 2002, 2003, 2004, 2005, 2006, 2007

Instructor, North Carolina Scholastic Media Institute, 2004, 2005

Manuscript reviewer, Southeast Colloquium Open and Newspaper divisions, 2002-2015

Newspaper Competition Judge, North Carolina Scholastic Media Institute Competition, 2004, 2005, 2006

Research Chair, GLBT Interest Group, AEJMC, 2003-2004

Manuscript Reviewer, *Journalism & Mass Communication Quarterly*, 2004-present

Manuscript Reviewer, *Media Psychology*, 2001-2006

Manuscript reviewer, *Mass Communication & Society*, 2001-present

Instructor, Knight Summer Institute for Midcareer Copy Editors, 2003

Research Chair, Newspaper Division, AEJMC, 2001-2003

Instructor, "Professional Writing," Raleigh Correctional Facility for Women, 2002

Manuscript reviewer, *International Journal of Psychology*, 2001

Manuscript reviewer, AEJMC RJTV Division, 2001

Manuscript reviewer, *Southwestern Mass Communication Journal*, 2000-2001

Secretary, Newspaper Division, AEJMC, 1998-2001

Adviser for student chapter of Society of Professional Journalists, University of Houston, 1995-1997

"So, You Want to Be a Medical Reporter?" presented to the Houston Museum of Health & Medical Science's Health Reporter Summer Camp, June 9, 1997

"Crisis Communications: How to Deal with the Media in Times of Crisis," presented to HydroChem employees, Houston, TX, Nov. 13, 1996.

"Crisis Communications: Preparing Your Company for the Worst," presented to Mann Industries, Birmingham, AL, Sept. 10, 1995.

"Media Advertising -- How to Be An Informed Consumer," presented to Holy Infant of Prague Church Feb. 6, 1994.